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SEPTEMBER, 1956

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by Each Sale and Day

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Labor in Two Yards

Contents on page 3

12,500 Copies This Month



Profits Twice from Home Improvement Sales – page 55

Enlarged Store Shows Materials in Use – page 56





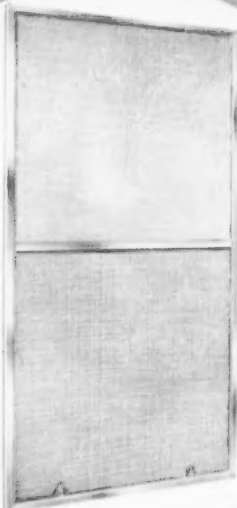
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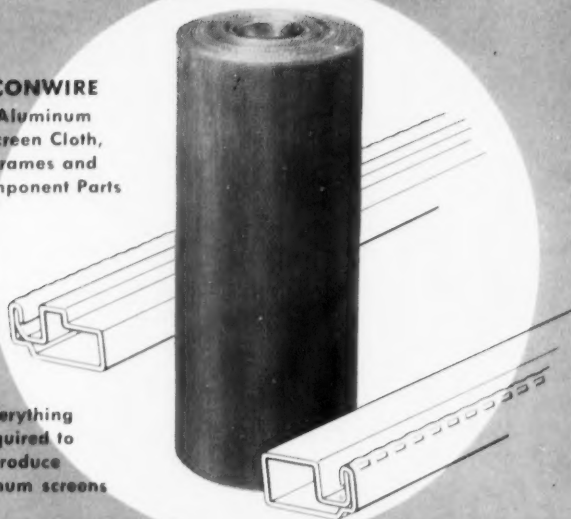
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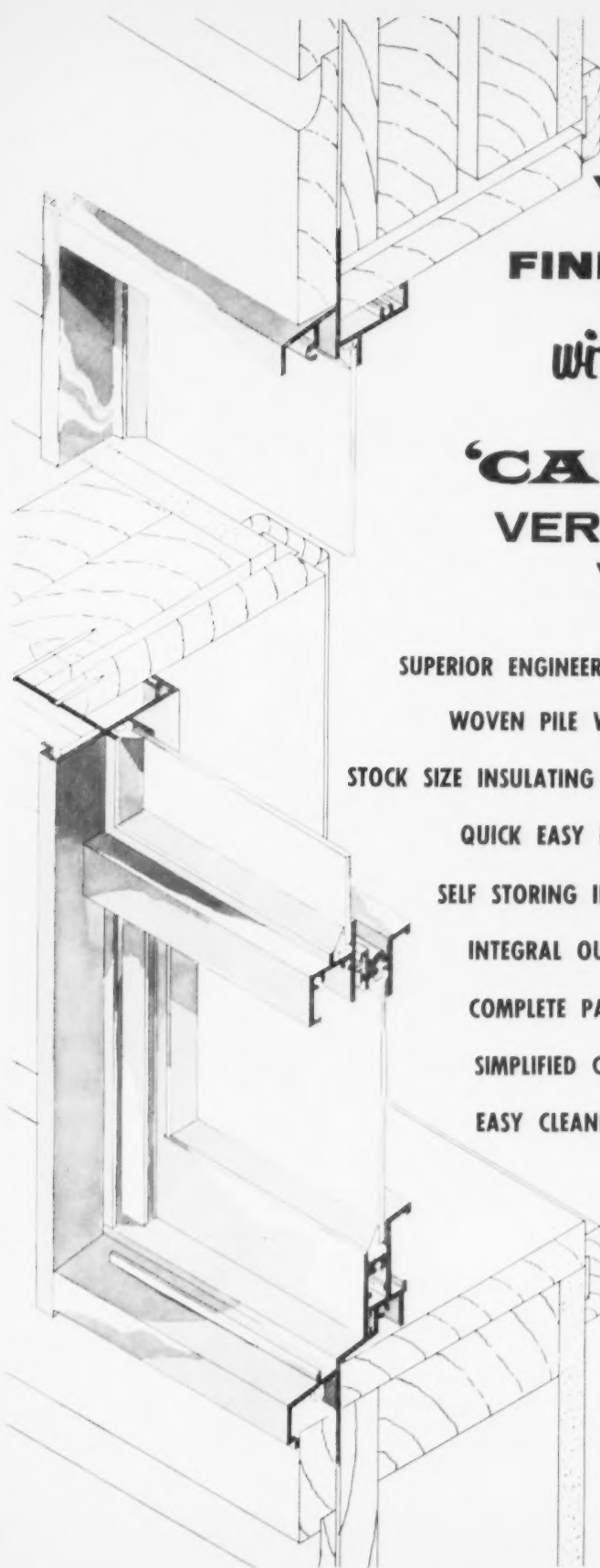
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Southern BUILDING SUPPLIES

SEPTEMBER, 1956

VOL. XI No. 9

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Volume 11

No. 9

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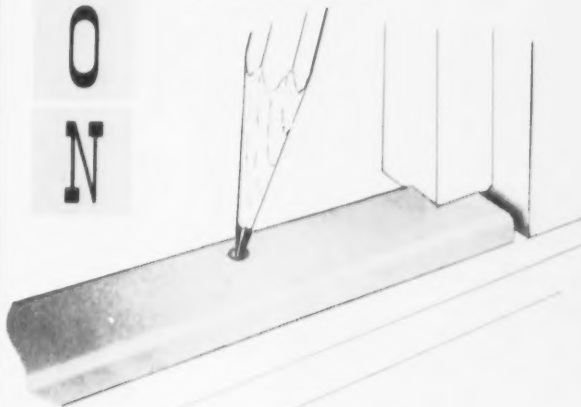
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Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: Louis Meer, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Peter Hiegel, Conway, Ark.

Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. TRinity 5-5609. President: Charles W. Peek, Jr., Cedartown, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary - Manager: E. M. Garner. Tel. FRanklin 6-1503. President: G. L. Goodson, Lincolnton, N. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: H. Gray Eckles, St. Petersburg, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Van Fange. Tel. 4607. President: Carl M. Edwards, McPherson, Kan.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: Kenneth A. Lawson, Harlan, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Roy S. Brown Jr., Lake Charles, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. GReenwood 2-1194. President: P. J. Goodnight, Dallas, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: Luther H. Schroyer, Boyertown, Pa.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: L. P. Marshall, Sumner, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Raymond A. Schaub, Whiting, Ind.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: T. J. Hughes, Cushing, Okla.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: J. R. Grobmyer, Little Rock, Ark.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Abner U. Taylor, Jackson, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: E. R. English, Altavista, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Robert Briggs, Charleston, W. Va.

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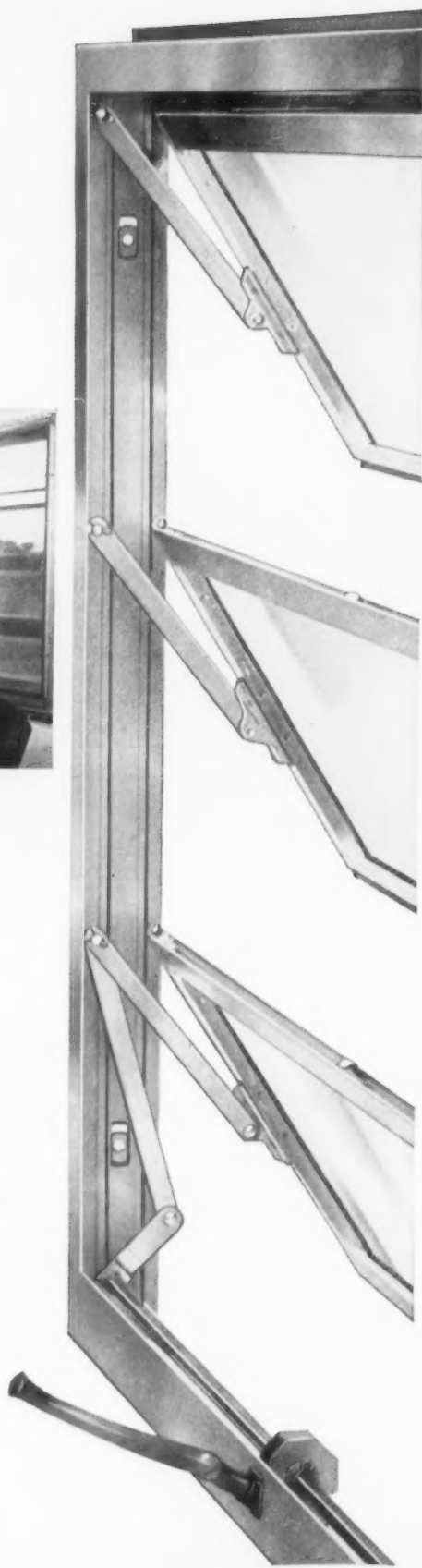
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SUPPLY and DEMAND

Record Building Seen Despite Dip in Housing

Outlays for new construction are expected to total \$44.5 billion this year—4% more than for 1955—according to revised outlook estimates made jointly by the U. S. Department of Labor and the U. S. Department of Commerce. The new estimate is \$500,000,000 larger than that made by the agencies last November.

The agencies reduced their estimate of private non-farm housing starts for 1956 from 1,200,000 to 1,150,000. Explanation: "The decline in new home building is expected to be greater than previously anticipated because funds for long-term, low down-payment mortgages, at low interest rates, have remained relatively scarce for a longer period than was foreseen last November."

However, greater outlays for highways, private industrial plants, utilities, and commercial buildings will probably more than offset the decrease in residential activity, the agencies predict. Private construction outlays are expected to equal the 1955 total of \$31 billion. Public spending for new construction is expected to advance 9% to \$13.5 billion.

Compared to an anticipated drop of 12% in private housing starts, housing construction expenditures are expected to drop only 8% due to a trend toward large homes and to a rise in construction costs.

Housing Starts Off 17%; Contract Awards Strong

A total of 101,000 non-farm dwelling units were started in the nation during July, according to the U. S. Bureau of Labor Statistics. This was 21,700 units fewer than were started in July '55.

The July housing starts were at a seasonally adjusted rate of 1,070,000, compared with an average rate of 1,120,000 for the first seven months of this year. Last year's starts totaled 1,328,900. Starts for the first seven months this year totaled 678,200 units — 17% less than for that part of '55.

Contract awards for future construction in the 37 eastern states in July were 5% below July '55, but the cumulative awards for the first seven months were 8% ahead of that part of '55.

F. W. Dodge reports showed residential contract awards were 21%

down for July but up 1% for the seven-month period; heavy engineering awards were up 29% for the month and 22% for the seven months; non-residential building awards were 5% off in July but up 9% for seven months.

The Veterans Administration received 45,904 applications for guaranty or insurance of GI home loans during July. This compared with 54,913 applications received in July '55. Builder requests for GI home appraisals dropped to 34,634 dwelling units in July from 51,412 the year before.

Under a new omnibus GI home loan law, any GI loan for which VA receives an application from a World War II veteran by July 25, 1958, may be guaranteed or insured by VA if it is completed by July 25, 1959. Veterans of the Korean conflict have until January 31, 1965, to obtain GI loans for homes, farms, and businesses.

Retail Sales Up in June as Wholesale Sales Dip

Sales by lumber and building material dealers nationally in June were 2% greater than a year before, and were up 6% for the six-month period. These scores compared with a 6% gain in June for all kinds of retail sales reported by the U. S. Department of Commerce, and a rise of 4% for the six-month period.

Sales by lumber and construction material wholesalers were off 4% in June from June '55, but were 3% ahead of '55 for the six-month period.

The U. S. Department of Labor report on wholesale prices for lumber and wood products showed the July index at 127.7. This index was down 0.7% from June but still 1.9% ahead of July '55.

Despite a downturn in the price of plywood and insulation products, John M. Dickerman, executive director of the National Assn. of Home Builders says "there is every indication that the cost of new homes will continue to rise in the months ahead."

He cited the hikes of prices of metal materials and labor, stemming from the steel strike, along with rises in other material prices as reasons for this prediction. He said that in one year, ready-mixed concrete prices were increased 6.6%; brick prices, 6.6%; plumbing equipment, 9%; hardware, 5%; and glass and paint, 4%.

Slow Lumber Market Brings Lower Prices

In the face of reduced housing starts, the lumber trade barometer has turned downward in recent weeks — with inevitable lower prices at some mills.

The NLMA report for the week ended August 11 showed production of all reporting mills equal to 93% of lumber output for the comparable week in '55. Shipments equaled 86% and order 97% of the '55 totals. Southern pine scored best of the softwoods in production and shipments for the week — 95% and 100%, respectively. Douglas fir mills reported orders at 111% of the '55 total.

For the 32 weeks to date, production of all lumber mills reached 96% of the '55 figure; shipments, 94%; orders, 92%.

Paced by Douglas fir, the prices of most construction lumber have been weak or declining in the past few weeks. The mill price of random-length fir 2x4's recently was \$12 below the April high—and down \$4 in four weeks.

Plywood prices hit the toboggan last month, dropping to \$72 mill base for 4" A-D, due to excess production by enlarged mill facilities in the face of reduced demand.

The NRLDA survey of retail lumber dealers showed that sales in June were down 9.4% from a year before. Retail lumber stocks were down 2.4% from May, but 0.3% greater than on June 30, 1955.

Employment in South at New High Levels

Non-agricultural employment in eight Southeastern states and four Southwestern states reached new high levels during June, according to the U. S. Department of Labor reports.

Non-farm workers in the states of Alabama, Florida, Georgia, Mississippi, the Carolinas, Tennessee, and Virginia, totaled 6,312,900—up 14,800 from May, and up 128,800 from June '55. Employment in all states but Mississippi was above the year-ago levels.

For the four Southwestern states of Arkansas, Louisiana, Oklahoma, and Texas, non-farm employment in June totaled 3,990,700, up 36,500 from May, and 99,800 more than in June '55. Only Arkansas failed to reach peak employment for the month.

RANDOM LENGTHS

Comment on Industry News and Trends

CONTRARY TO THE UPSURGE experienced by the rest of the economy this year, homebuilding slowed down for the third straight month during July in comparison with last year's levels. The result is that the rate of housing starts is nearly 250,000 below the administration's target of 1,300,000 for 1956.

Yet, there is no shortage of materials or manpower to produce the new homes desired by thousands of families who have outgrown their old houses and increased their living standards. The basic problem is one of mortgage money tightness.

Mortgage money is scarce because investors can get better yields on their funds from commercial and industrial loans and other investments. The consequence is that most FHA and VA mortgage loans are made with discounts of as much as 5% and service charges of some 2%.

The only positive way to solve the mortgage problem is for Federal housing officials to realistically admit that the law of "supply and demand" works even in the realm of mortgage funds — and immediately raise the interest rate from 4½% to 5% on government insured and guaranteed loans. This additional yield to investors would make money available through local channels and also eliminate the despicable and hidden discount and service charges. The mortgage financing routine would again become simpler and above board.

Discontinuance of the 2% down-payment on GI home loans and a reduction of the FHA down-payments from 7% to 5% (on the first \$9,000) would make it easier for some families to buy new homes. But these easier terms, which the National Assn. of Home Builders begs for, would not alone restore homebuilding to the 1.3-million-start level. Investors will have to be paid the more realistic rate of 5% on mortgage loans to put the homebuilding train "full steam ahead."

REVISED FHA MINIMUM PROPERTY REQUIREMENTS governing lot improvements will go into effect soon. They will include at least one tree per lot, more foundation planting, grading finished for sowing, and 10-foot driveways where they also serve as walks. These improvements will upgrade the home but they also will add some expenses that FHA appraisers must allow.

This Sec. 800 of the FHA MPR is just one of several due to be revised by January. Other revisions call for increased wiring standards and insulation requirements. These, too, will add to housing costs and call for more realistic FHA appraisals. All changes are soon to be reviewed by a half-dozen of the women who were most

active in the Women's Housing Congress, which was held last May by HHFA Administrator Albert Cole.

Consolidation of the 30-odd MPR's into a single or fewer documents is planned by FHA. This certainly will make it easier for builders, realtors, dealers, and other industry factors to consider and apply the MPR rules. But the main thing is for the rules to be definitely set and practically applied by FHA personnel, so builders and lenders will know what to expect.

ONE OF THE GOOD ACTS OF CONGRESS recently was allocation of \$1,000,000 for an interim national housing inventory to be made this fall. The industry has been operating at a disadvantage ever since the 1950 Census of Housing was digested. Since it was taken, 8,000,000 new homes have been built, thousands have been demolished, and millions have become dilapidated through deterioration and neglect. The new census findings early next year should provide helpful data to financiers, builders, and suppliers.

OCTOBER 7-13 IS DESIGNATED as "National Employ the Physically Handicapped Week." The President's Committee on Employment of the Physically Handicapped recommends that hiring of the handicapped is a "capital investment." They do so because of these findings of a joint survey by the U. S. Department of Labor and Veterans Administration of 100 plants in which they compared the performance of 11,000 disabled workers with 18,000 non-disabled employees:

"Impaired workers as a group produce at slightly higher rates than unimpaired workers in some jobs. Impaired persons sustain fewer disabling injuries than non-impaired workers exposed to the same hazards. Impaired workers have the same minor injury rates as other workers. There is no significant difference between the voluntary quit rate of impaired workers and other workers. Impaired and unimpaired workers have about the same absenteeism records. The handicapped have the same wide range of skills, abilities, and interests as the non-handicapped."

Throughout the building material industry, in plants, yards, and stores, handicapped persons are performing efficiently and profitably. Available from the National Assn. of Manufacturers is a helpful booklet entitled "Guide for Employers in Hiring the Physically Handicapped." Write for a copy to NAM Employee Relations Division, 2 East 48th Street, New York 17, N. Y.

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WHOLESALE ONLY — This new Weyerhaeuser Distributing Yard is being established to serve retail lumber dealers. Readily available wholesale stocks will reduce dealer inventory costs. Watch for opening about the first of the year.

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TOP NEWS

For Dealers, Wholesalers and Manufacturers



PLYWOOD HOME PLANS 'TESTED' ON DEALERS

Eight lumber dealers were invited to Tacoma, Wash., recently to view forthcoming plans for promotion by the Douglas Fir Plywood Assn. W. E. Difford, DEPA managing director, said the dealers were called in to give their views while the plans were still in the formative stage. Viewing a model of a home plan by Chris Choate, widely-known California architect, are, seated left to right, R. Steven Tumlin, Marietta, Ga.; Harold Henderlong, Crown Point, Ind.; Kenneth Lutwyler, Paramus, N. J.; (standing) Dan Goldberg, Norwood, Mass.; Joseph Weston, DEPA field promotion director; Carl Travis, San Jose, Calif.; James F. Fowler, DEPA promotion director; L. A. Beckstrom Jr., Arcadia, Calif.; S. H. Scott, Amarillo, Tex., and Sted Wood, artist who made the model.

National Home Week Set September 15-23

Lumber and building material dealers throughout the South are completing plans to participate in observance of National Home Week from September 15 through 23. Sponsored by the National Assn. of Home Builders, during the week some 10,000 model homes are expected to be visited by 10,000,000 home-eager Americans.

Mona Freeman, Hollywood movie and television star, has been named "Miss National Home Week" to stimulate interest in the annual promotion of homes via television, radio, and public appearances, and newspaper and magazine publicity.

Some dealers are exhibiting homes of their own creation during National Home Week. Others are tying in with builders in displaying homes for which they furnished materials and appliances. Many dealers will secure prospect lists from registration at local home exhibitions.

Time to Check Again on All Fire Hazards

Fire damaged or destroyed \$517,403,000 in property in the United States during the first six months of this year—an increase of 10 per cent over total losses for the same period in 1955.

The National Board of Fire Underwriters estimates that property losses from home and business fires in 1956 will surpass the \$900 million mark. Total losses during 1955 amounted to \$885,218,000.

In light of these figures, National Fire Prevention Week—observed October 7 through 13—should have grave significance to Americans everywhere, reminding them of the need for constant vigilance against our greatest hazard.

A new series of forest fire prevention ads is being distributed by American Forest Products Industries, Inc., national sponsor of the American Tree Farm System and the Keep America Green program.

Lumber Dealers Star in New Orleans' OHI

The first public demonstration of Operation Home Improvement was begun in New Orleans, La., on August 17 with retail lumber dealers in leading roles.

In special ceremonies in the 3000 block of Canal Street, reconditioning and conversion of an abandoned residence and a dilapidated apartment building into efficiency apartments was begun. The two buildings exist in a buffer zone for housing only one block removed from the commercial zone of the city's main commercial artery.

The two buildings were bought for \$50,000 by a realty subsidiary of the Southern Hardware and Lumber Co., which will act as its own contractor. Another \$25,000 will be spent for modernization, and the new owners expect to realize a return of \$800 a month from the renting of 10 apartments.

Each apartment will be air-conditioned and have a private entrance. It will include a living-bedroom combination, dinette, modern bath, and kitchen.

Serving as general chairman of Operation Home Improvement in New Orleans is Ivan M. Foley, an official of the R. F. Mestayer Lumber Co. and past-president of the Louisiana Building Material Dealers Assn.

OHI is sponsored by the New Orleans Chamber of Commerce. Principal speaker was Leland McCallum, deputy commissioner for Title I loans of the Federal Housing Administration, Washington, D. C.

Reaction Sought to Softwood Size Change

A proposed revision of lumber size-standards in the "American Lumber Standards for Softwood Lumber," otherwise known as *Simplified Practice Recommendation R16, Lumber (Softwood)*, has been submitted by the Commodity Standards Division, Office of Technical Services, U. S. Department of Commerce, to producers, distributors, users, and other interested parties for comment and approval.

These size - standards, originally issued in 1924, cover basic informa-

tion for the guidance of regional lumber associations in the grading and measurement of softwood lumber. Since 1924 the standards have been reviewed six times by the American Lumber Standards Committee in an endeavor to keep the size-standards abreast of the times.

The proposed revision, voluntarily recommended by the committee, would establish $\frac{3}{4}$ inch as the minimum dressed thickness for all 1-inch items now required to be 25/32 inch with customary 1/32-inch differential maintained for patterned items including siding; a corresponding reduction in rough sizes; a reduction of 1/32 inch in thickness of standard industrial board; and a reduction of 1/8 inch in the 8-, 10- and 12-inch dressed widths of 2 inches and thicker worked lumber, when shiplapped and grooved for splines.

The recommended thicknesses and widths shown in the proposed revision are emphasized as minimum measurements to which lumber can be dressed and conform to American Lumber Standards sizes. Sizes thicker than those shown, and wider than those shown, also conform.

The role of the Department of Commerce is to determine whether the suggested changes reflect the consensus of the producers, the distributors, and users of softwood lumber, and are therefore acceptable for promulgation as a voluntary program. Copies of the revision may be obtained from the Commodity Standards Division, U. S. Department of Commerce, Washington 25, D. C. Any individual or establishment affected is invited to submit comments.

MOVING UP in the industry

United States Gypsum Co. . . . A. S. COLVIN has been appointed Southern division sales manager, with headquarters in Atlanta, Ga. Colvin moved from Jacksonville, Fla., where he was district sales manager. Charles J. Bell, formerly in USG's Virginia district, is new district manager in Jacksonville.

American-Standard . . . New manager of appliance sales for the Youngstown Kitchens Division is JOHN R. MILLER. Since 1952, Miller had managed kitchen products for the Plumbing and Heating Division. In his new post, he replaced J. C. King, who now handles builder sales.

Georgia-Pacific Corp. . . . New advertising manager and public relations director for this fast-growing producer of lumber and wood products is ROBERT O. LEE. He formerly



C. BURT MCKEEHAN has been promoted to sales manager of the door and plywood department of the Mengel Co., Louisville, Ky. Before military service in World War II, McKeehan was manager of the Chase Building Products Co. in Dallas, Tex. Following service with the United Nations as chief of finance and administration for Bavaria, he joined the Mengel Co. in 1949. He has served in the Dallas and Baltimore territories.

was advertising manager for Pacific Telephone in Washington and Idaho.

Morrison Steel Products, Inc. . . . E. B. SIMMONS has been made sales manager of the Roly-Door Division. From Buffalo, N. Y., headquarters, Simmons will head all sales activities for Morrison's residential, commercial, and industrial steel sectional doors. Simmons is president of United Industries, Inc., which he helped organize in 1950 to produce wooden garage doors.

National Housing Center . . . BERNARD E. LOSBROUGH, former deputy representative for India for the Ford Foundation, has been appointed general manager of the building industry's new National Housing Center in Washington. He will be in charge of an expanded program to bring various elements of the industry together through technical roundtables, special demonstrations, and short courses.

National Gypsum Co. . . . H. WILLIAM ORTH has been promoted to sales manager of the acoustical sales division. He succeeded George W. Handy, who was named technical director of the company's new commercial trade sales division. JOSEPH E. SEGUINE has been named to the new post of merchandising manager of paint sales.

Power Tool Clinic at NRLDA Exposition

A daily two-hour merchandising clinic and "action" tool demonstrations in at least eight exhibit booths at the 1956 Exposition of the National Retail Lumber Dealers Assn. in Chicago, December 10-13, will show lumber dealers how to sell more power tools.

At the clinic, which will be repeated in the International Amphitheater each morning from 10:30 to 12:30, subjects will include methods of tool rental, power tool advertising, "how to do it" tool schools in the lumber yard, display techniques for stationary and portable power tools. Tips for sale of tools to building contractors by the dealer will also be discussed.

Each afternoon, dealers can attend at least eight demonstration exhibit booths of leading manufacturers where tools will be shown "in action."

"An increasing number of lumber dealers are selling power tools along with building materials in a one-stop package that is tailor-made for the home handyman or home workshop hobbyist," explained Ray Schaub, NRLDA president. "In a single day's visit to the exposition, all the tested methods of selling these profit packages will be explained and demonstrated." Both owners and store managers will benefit from these "how to sell" sessions.

Floor Sections Added to Lu-Re-Co System

The latest development in the Lu-Re-Co panel system of construction is a pre-assembled structural floor panel. Development of the floor units was announced by the Small Homes Council of the University of Illinois.

The floor panels (1) use standard sizes and grades of lumber, (2) are suitable to be made by comparatively unskilled labor, (3) require only a minimum number of standard sizes, (4) are light enough to be carried and set in place by two men, and (5) meet the criteria of engineering design analysis and performance under standard load tests. The subfloor is of $\frac{1}{2}$ " plywood.

Like the wall panels, the floor panels are built on a jig and designed on a 4' module. The 2"x6" joists are mortised to take a 2"x4" spline. The long-span panel uses 2"x6" joists to support the plywood subfloor and 2"x4" cross members. The latter are given additional support by means of 2"x2" ledgers nailed to the inner faces of the joists.

If the panel is made 12' instead of 8' long, 2"x8" joists are used.

New Provisions of Housing Act of 1956 Summarized

ONE OF THE last actions of the 84th Congress, the Housing Act of 1956 extends and liberalizes the FHA Title I program, eliminates the difference between FHA loan-to-value ratios on new and existing housing, makes the operation of the Federal National Mortgage Assn. more flexible, clarifies urban renewal provisions, and sets up a new housing research program in the Housing and Home Finance Agency.

Here is a summary of the Housing Act of 1956, as prepared by the National Retail Lumber Dealers Assn.:

TITLE I — FHA INSURANCE PROGRAMS

Title I Home Improvement Loans

1. Extended the program to September 30, 1959.

2. Permits the FHA commissioner to waive the 6-month occupancy requirement.

3. Increases the maximum loan limit (single family dwelling) to \$3,500.

4. Gives the FHA commissioner authority to increase the maximum term of the Title I loans to 5 years and 32 days.

5. Increases the maximum loan for improving a multi-unit structure to \$15,000 and not over \$2,500 per unit.

6. Authorizes a \$5 discount rate for loans up to \$2,500 and \$4 rate in excess of \$2,500.

Sales Housing Mortgage Insurance

Increases the maximum loan for disaster housing under Sec. 203 (h) from \$7,000 to \$12,000.

Rental Housing (Sec. 207)

Permits a loan of 90% instead of 80% and not to exceed \$2,250 per room (or \$8,100 per unit if the number of rooms is less than 4) or not to exceed \$1,000 per space or \$300,000 per mortgage for trailer courts: Provided that as to projects to consist of elevator-type structures the commissioner may increase the dollar amount limitation to not exceed \$2,700 per room, and \$8,400 per unit.

Housing For The Elderly

Where the mortgagor is over 60 years of age, a third person can make the down-payment.

Also authorizes a mortgage of 90% of replacement costs by non-profit corporations (maximum of \$8,100 per unit) for rentals for elderly persons, where the entire structure is designed for such elderly persons.

Also authorizes H & HFA to set up a commission to study the housing of elderly persons.

Cooperative Housing (Sec. 213)

Reduces from 65% to 50% the proportion of veterans in a cooperative group required to make the co-

operative eligible for the more liberal terms for a veteran cooperative.

The FHA commissioner is authorized to increase the maximum loan amount available by \$1,000 per room in high-cost areas.

A new provision which would permit a mortgagor-sponsor approved by FHA to obtain an FHA-insured mortgage upon certification to the commissioner that the completed housing project will be sold to a cooperative group. The sponsor could obtain an 85% mortgage (of replacement cost). When completed it is to be sold to a cooperative group which will then be eligible for the higher ratio mortgage. If the sponsor fails to sell it, he is no longer eligible for any FHA-insured loans.

General FHA Mortgage Insurance Authorization

Increased the authorization to \$3 billion for next fiscal year.

Housing in Urban Renewal Areas

Authorizes a 10% profit (except on the land) for sponsors of Sec. 220 projects unless the commissioner decides it is unreasonably high.

Also, the FHA may increase the dollar limitations by \$1,000 per room in high-cost areas.

Low-Cost Housing for Displaced Families (Sec. 221)

Increased from \$7,600 to \$9,000 the maximum loan (\$10,000 in high-cost areas), and authorizes a 100% mortgage (except for \$200 cash payment which includes closing costs), and a 40-year loan.

Cost Certifications

Makes cost certifications final upon approval of FHA commissioner.

TITLE II—SECONDARY MORTGAGE MARKET

Under existing law, FNMA requires lenders selling mortgages to FNMA to buy stock of FNMA equal to 3% of the mortgages sold. The new bill lowers this requirement to 2% or a lower figure as determined by FNMA but not lower than 1%.

Also under the bill, special assistance mortgages purchased by FNMA must be bought at not less than 99, for a period of one year.

TITLE III—SLUM CLEARANCE AND URBAN RENEWAL

Increases the ceiling on urban renewal funds available to any one state. Also provides assistance for families or businesses forced to give up homes or businesses as a result of slum clearance. Also a number of other less important amendments.

TITLE IV—PUBLIC HOUSING

Authorizes 35,000 units a year, for

2 years, and requires the locality to have a workable program.

Housing For The Elderly

Authorizes construction of new housing or remodeling of existing housing for the elderly, and authorizes a prior preference for such persons.

Also authorizes a single person over 65 to occupy public housing.

Also authorized a cost of \$2,250 per room for public housing for elderly persons.

Also made provision for transfer of farm-labor camps and for disposition of certain defense housing.

TITLE V—MILITARY HOUSING

Extends this program for two years and permits an average of not to exceed \$16,500 per unit.

Also gives authority to the Secretary of Defense to acquire Wherry Act housing by purchase or condemnation at not to exceed the FHA's estimate of replacement cost.

TITLE VI—MISCELLANEOUS

Directs H&HFA to undertake research on national housing policies and programs.

Revived the program for loans and grants to public and non-profit agencies for hospital construction.

Farm Housing—Title V of the Housing Act of 1949 is extended for 5 years, and authorizes \$450 million for farm housing loans, \$10 million for contributions by the Secretary of Agriculture to prevent defaults in payments of loans for potentially adequate farms, and \$50 million in grants and loans for improvement and repair of farms.

The VA Direct Home Loan Program was continued for one year beyond 1957.

FHA Title I Terms

New FHA regulations put into effect on August 8 implement the more liberal provisions for FHA Title I loans included in the Housing Act of 1956. Principal points in the regulations:

Home improvement loans are now available in amounts up to \$3,500 for a five-year term.

Loans of \$600 or less are for three-year limit. There is no limitation on occupancy for such loans. For loans in excess of \$600, a 90-day occupancy is required. (These terms will speed necessary improvements for new-home owners.)

FHA Title I loans may now be made for landscaping, grading, lawn sprinkling systems, milk coolers and tanks. (FHA is studying possibility of also including certain types of built-in appliances in Title I loans.)

You get **FAST TURNOVER...**
make **MORE PROFITS...**

when you sell **Lion Asphalt Roofing Products**

You enjoy big, steady business without excessive stocks when you concentrate on Lion roofing products. Leading building supply wholesalers carry the complete line of these fast-selling roofing and waterproofing asphalts. That means you can get prompt deliveries—no need to tie up your money in a large inventory.

Lion's more than 25 years' progressive research and continually improved manufacturing techniques assure you and your customers of the highest quality. Lion asphalt roofing products always meet or exceed rigid U. S. Government standards. Lion asphalts are carefully desalted to assure low water-absorption rate. They're superior for steep or flat roofs and for dampproofing applications. Fill in and mail the coupon today. No obligation.



LION ROOFING ASPHALT—For hot application. Most economical covering for roofs of large buildings.

LION ASPHALT ROOF COATING—Liquid, ready to use. For new roofs or to preserve old ones.

LION ASPHALT PLASTIC CEMENT*—For repair of breaks, cracks and holes in all types of roofs. Also for sealing and waterproofing.

LION ASBESTOS ASPHALT ROOF COATING—Surface finish for new roofs. Also recommended for renewing old, dry roll roofing.

LION ASPHALT R.D. PRIMER—Serves as primer for hot asphalt application for dampproofing concrete or masonry.

LION COLD PROCESS LAP CEMENT—Quick setting, liquid asphalt. Eliminates nails on lower edge of roofing.

LION METAL COATING NO. 3*—Has a high filler content. Especially effective on metal surfaces where a tough and abrasion-resistant coating is desired.

LION BLIND NAILING CEMENT—Jelly-like asphalt cement for applying roll roofing and for cementing coverings to table tops and kitchen cabinets.

*Made under the process of Patent No. 2393774.



LION OIL COMPANY

A Division of Monsanto Chemical Company
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Please send me complete information about your Asphalt Roofing Products and the name of your nearest wholesale distributor.

NAME _____

ADDRESS _____

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Manufacturers Endorse, Boost NRLDA Display Panels

MORE THAN 50 building product manufacturers have informally endorsed a standard point-of-sale display medium that has been recommended to its members by the National Retail Lumber Dealers Assn. and have indicated their intention of providing display materials.

The informal commitments were received at recent meetings of manufacturers held in Chicago, New York City, San Francisco, Los Angeles and Seattle. The sessions were arranged by a manufacturers' committee named by NRLDA President R. A. Schaub. It includes the following members: James Rowland, Andersen Corp.; J. V. Jones, Armstrong Cork Co.; F. E. Bissell, Carr, Adams & Collier; Marvin Greenwood, Celotex Corp.; R. S. Hammond, Johns-Manville Sales Corp.; P. B. Shoemaker, Masonite Corp.; A. J. Watt, U. S. Gypsum Corp.; W. H. Hunt, U. S. Plywood Corp.; T. L. O'Gara, Weyerhaeuser Sales Co.; and Marland Wolf, Wood Conversion Co.

Impressed with the fact that several thousand dealers already have display panels in their retail showrooms, many manufacturers stated their belief that the panels offer a means of improving the effectiveness and use of their display materials, at the same time reducing the cost of getting their products on exhibition in retail establishments.

The NRLDA panel display, recommended by the association's committee on education and merchandising because of its simplicity and effectiveness, is primarily a selling device. The panels usually consist of perforated hardboard or other material in a swinging metal frame measuring 30 by 80 inches. They give dealers a selling display which combines a manufacturer's product samples and literature with signs that describe consumer benefits and quote time-payment or unit prices. They take up a minimum of display space, cost relatively little to install and service, help pre-sell the waiting customer, and save time in selling.

Co-operation of many building supply manufacturers in providing dealers with a display kit for each of their major products was expected by the NRLDA's merchandising committee to implement the display program effectively.

The NRLDA committee suggested that layouts and material for the display panels be organized as follows:

1. An attractive sign to go at the top, containing an attention-getting head line and a few selling points telling how the consumer will benefit when he buys the product or package.



The versatility of the NRLDA display panels, which have been approved by material manufacturers, is indicated by the installation shown above. A new chapter in the *NRLDA Dealer Operating Guide* explains and shows fully "How to Use NRLDA Display Panels." In tabular form it describes how to make the best use of such display panels through coordination of panel headline, selling points of product or improvement package, type of end-use photo to use, what to feature in samples and literature, related items to list, and time payment or price copy to use.

2. An end-use photo, preferably in color, and measuring about 8" x 10", showing the product or idea in use, in a home or elsewhere.

3. Samples of the products in a form that easily can be placed on the panel with the usual fixtures designed for use with perforated hardboard or solid panels.

4. Product literature, preferably 3 1/4" x 6 1/4" or 6" x 9" in size, for display on the panel.

5. A list of related items commonly used with the product being featured.

6. Small price cards on which the dealer can write the selling price of individual products, and a larger card for monthly terms.

NAHB Recommends 10 Stock Window Sizes

Following a round table sponsored jointly by the American Standards Assn., the Research Institute of the National Assn. of Home Builders, and *House & Home* magazine, the NAHB Research Institute has recommended that window sizes for mass-produced builders' houses be standardized in two widths and five heights.

The original tentative recommendations of the round table suggested standardizing to six widths and four

heights, according to the August issue of *House & Home*. But after a year of study with window manufacturers, the NAHB Research Institute streamlined the recommendations on widths to only two of the original: 30 3/4 inches, to fit within studs 32 inches apart on centers; and 46 3/4 inches wide, to fit studs 48 inches apart on centers. It added one new recommendation on heights, a special 41-inch unit for kitchen windows.

The four other height recommendations are: for picture windows, 74 inches; for regular living room windows, 53 inches; for bathrooms, 23 inches; and for bedrooms, 34 inches.

In proposing the 10 sizes it recommended to window manufacturers, NAHB said:

- "1. The purpose is to cut costs and prices by letting the window makers concentrate on a few sizes.

- "2. The sizes finally selected must not favor any one window type or material.

- "3. No one window type would necessarily be needed in all 10 sizes.

- "4. Most houses will still need at least one window in an odd size.

- "5. Tolerances of plus or minus 1/4-inch are needed."

The Research Institute also recommended a standard height of 6 feet, 8 inches for doors, with all windows to align with this door height but to vary in all heights.

BRIGHTEN

Your fall building business with
ALUMINUM BUILDING PRODUCTS
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Reflective
Insulation



Windows



Gutters and
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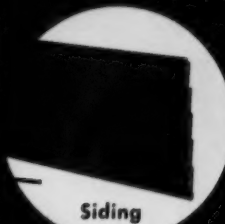


Farm Gates

Here in the South there are nine SSIRCO warehouses completely stocked with a variety of non-corrosive aluminum building materials for your every building requirement. These SSIRCO warehouses are located to serve any geographical area of the Southeast with any quantity of aluminum building products you need. For products and supply you can depend on for a bright and profitable fall building season, make SSIRCO your aluminum building material center.



Thresholds and
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Siding



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Coil Sheets

SOUTHERN STATES IRON ROOFING CO.

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LOUISVILLE, KY.

1239 South Tenth Street
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MEMPHIS, TENN.

703 North Royal Avenue
Phone: JACkson 5-4717

MIAMI, FLA.

3640 N.W. 52nd Street
Phone: NE 5-2595

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Harrison Street at Seventh Avenue
Phone: ALpine 5-1152

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1431 Courtland Drive
Phone: TEmples 4-6221

RICHMOND, VA.

1910 Petersburg Pike
Phone: 82-6748

YOUR CHECKLIST of quality building materials

To aid you in determining your exact needs, here is a handy checklist of building materials handled by SSirco. For immediate service, simply put a check by the products you want and call your nearest SSirco office, which is listed below.

Get ready for the big Fall building business

ALUMINUM ROOFING AND SIDING

(Reynolds)
5-V Crimp Roofing, 26" wide
1 1/4" Corrugated,
26" and 48" wide
2 1/2" Corrugated,
26" and 48" wide
.032" Industrial Corrugated,
35" and 48" wide
Master Shingles
Weatherboard Siding
Ridge Cap • Valley
Eave and Gable Finish
Gravel Stop • Flashing

GALVANIZED ROOFING AND SIDING

5-V Crimp Roofing
Lock Tight Roofing
1 1/4" Corrugated
2 1/2" Corrugated
Double Lock Roll Roofing
Weatherboard Siding
Ridge Cap • Valley
Eave and Gable Finish
Gravel Stop • Flashing

SHEET METAL

Aluminum • Copper
Galvanized Steel
Terne Roofing
Stainless Steel

TRANSLUCENT GLASS FIBER PANELS

(Alsynite)
Flat Sheets • Corrugated
Mastic • Window Pane
5-V Style • Step Lap

ASBESTOS PRODUCTS

Siding Shingles
Aluminum Trim

ASPHALT PRODUCTS

(Fry)
Shingles • Roll Roofings
Brick and Stone Sidings
Felts • Built-up Roofing
Roof Coatings and Cements
Asphalt Filler Strips

NAILS

(Aluminum and Steel)
Finishing • Casing
Box • Plasterboard
Shingle • Roofing
Roofing, Lead Head
Roofing w/washers
Asbestos Shingle
Gutter Spikes • Common

GUTTER AND DOWN PIPE

Reynolds Embossed Aluminum
Galvanized Steel
Mitres • Rangers
Elbows • Shoes

LOUVERS AND VENTILATORS

Vari-Pitch Aluminum Louvers
Hamlin Aluminum Foundation
Ventilators
Leslie Louvers

RED CEDAR SHINGLES

(Shakertown)
Stained Shakes and Shingles
Perma-Stains • Glumac Units

FIR PLYWOOD

Douglas Fir Plywood

INSULATION

Gustin-Bacon Snap-On Pipe
Insulation
Reynolds Reflective
Certain-teed Fiberglass
Ultralite
Staple Guns and Staples
Roof Insulation
Rock Wool
Mastic and Cement

HARDBOARD PRODUCTS

(Masonite)
Presdwood
Tempered Presdwood
Tempered Tile
Duolux • Tempered Duolux
Panelwood • Siding

PLASTIC-COATED PANELING

(Barclay)
Sheets and Squares
Tile Pattern • Streamline
Solidtone • Metal Trims
Presdwood Mouldings
Adhesive

MISCELLANEOUS BUILDING PRODUCTS

Bates Stairways
Burns Aluminum
Tension Screens
Conwire Frame Screens
Miami Carey Bathroom
Cabinets and Accessories
Aluminum Mouldings and
Threshold Plates
Termite Shields

ALUMINUM MILL PRODUCTS

(Reynolds)
Flat Sheet (Various Alloys)
Coil Sheet (Various Alloys)
Architectural Shapes
Structurals • Tubing
Screw Machine Stock
Tooling Plate
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REYNOLDS Do-It-Yourself Aluminum Products

DOORS — METAL

Garage — Aluminum
Garage — Steel
Frame — Steel
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Sliding Closet — Steel

AWNING SUPPLIES ALUMINUM

Step Down Sheet
Pre-enameled
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Angles • Channels
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1239 South Tenth Street
Phone: MEIrose 4-9441

MEMPHIS, TENN.

703 North Royal Avenue
Phone: JACKson 5-4717

MIAMI, FLA.

3640 N.W. 52nd Street
Phone: NE 5-2595

NASHVILLE, TENN.

Harrison Street at Seventh Avenue
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RALEIGH, N. C.

1431 Courtland Drive
Phone: TEmple 4-6221

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1910 Petersburg Pike
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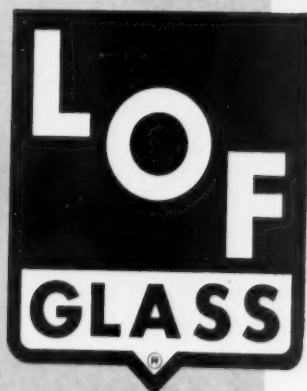


Easier TO CUT

Mr. Raymond J. McGrath, owner of South Oak Park (Ill.) Hardware, test-cut four well-known brands of single-strength window glass identified only as A, B, C and D. He picked brand "C" . . . L·O·F window glass . . . every time. So did 28 out of 30 dealers who made the same "blind-fold" test. Mr. McGrath said: "The cutter runs free and easy . . . and the glass breaks quicker and easier, without any chips".

Easier TO SELL

This L·O·F label identifies quality glass wherever it is seen. People *know* this label—it is appearing 216 million times in 1956 advertising alone! And every time it appears it adds to the already strong preference for L·O·F glass. This preference means faster, easier sales for you.



Easier TO MERCHANDISE

This 9" by 12" window glass counter card with easel back helps build your window glass profits through visual merchandising. It's a constant reminder to customers to stop and buy replacement glass. Order WG-22 now from your Libbey-Owens-Ford Distributor (listed under "Glass" in your phone book). For further information, write to Dept. 7096, Libbey-Owens-Ford Glass Company, 608 Madison Avenue, Toledo 3, Ohio.

LIBBEY-OWENS-FORD

the easy-to-cut **WINDOW GLASS**





A "window shopper" uses more than a rule to measure the worth of a window. He is concerned with **QUALITY, PERFORMANCE and STYLE.** He wonders about **EASE-OF-INSTALLATION.**

Your **PROFITS** are directly related to customer satisfaction. You **PROFIT** most by selling **WOODCO E-ZEE Loc Wood Awning Windows**...from *every* point-of-view.

Hotel Evans, Loch Sheldrake, N. Y.
SYDNE SCHLEMAN Associates
Architects
Middletown, N. Y.



CHECK THE WOODCO E-ZEE Loc PATENTED FEATURES:


- EASY TO LOCK
- SEQUENCE AIR CONTROL
- TOXIC-TREATED TO PREVENT DECAY
- EXTRA HEAVY SASH and FRAME
- DOUBLE VINYL WEATHERSTRIPPING (Pat. Pend.)
- WATER-REPELLENT TREATED
- COMPLETELY ASSEMBLED



for the Beautiful point-of-view...

SOLD EXCLUSIVELY THROUGH THE LUMBER DEALER. FOR COMPLETE INFORMATION, WRITE

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 **Zuber**
Lumber Company
ATLANTA 1, GEORGIA



You've gotta get in on Moe Light's big 3-way NEW FIXTURE PROMOTION FOR FALL!



introducing
**Cordette
Casuals**
by Moe Light

*New in concept—new in design...
Cordette Casual fixtures are the brightest idea
in today's design, imaginative refreshment.
What Cord Casuals really do is accentuate with
glowing beauty. Definitely in the best of taste,
an decorative fix-it-as-they-are lovely to sight.*

...at special introductory sale prices

We're introducing our new Cordette Casuals at very special
Introductory Money-Saving Prices all through the Month of October
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Cordette Casual "Two-Togethers" matched day-to-day fixtures are
specially designed to help you achieve Inspiration Lighting in
your home... a new concept in lighting that dramatizes your
home and the full beauty of your home and furnishings.

Select your Introductory Offer fixtures at your local electrical
contractor, hardware, building supply or electrical dealer today.
To serve your lighting needs, there are convenient Moe Light
store displays in cities and towns nationally.

THOMAS INDUSTRIES INC.
Originators of Inspiration Lighting

Executive Offices—410 S. Third St., Louisville 2, Ky.
In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada

THOMAS INDUSTRIES INC. produces Moe Light and Moe Light Home Lighting.
Sole distributor for your area. Write for more information.

Special Introductory Prices for Limited Time Only			
Cordette Casual Fixture	Model	Regular Price	Introductory Price
Full-Cover Bead-Type	M-1428	\$34.95*	\$29.95
Three-Light Cluster	M-1427	\$34.95*	\$29.95
Close-to-Ceiling	M-1425	\$19.95*	\$14.95
Midway or Entry-way	M-1423	\$12.95*	\$9.95
Wall Bracket	M-1421	\$14.95*	\$9.95

*Special sale prices expire October 31, 1956.

THOMAS INDUSTRIES INC., Moe Light Division, Dept. 58-9,
410 S. Third St., Louisville 2, Ky.

I enclose \$2.00 to see. Please send big full-color, descriptive color
brochure-lighting, catalog, and name of my local dealer.

NAME

ADDRESS

CITY

ZONE STATE

1. NEW FIXTURES

A completely new line specially
for this promotion:

Cordette Casuals

Advance test sales have shown that
they're the hottest fixtures in years

2. SPECIAL PRICES

Reduced one-month introductory
prices to consumers—and you get
your normal mark-up BECAUSE
YOUR PRICE IS LOWER, TOO!

3. BIG PROMOTION

Full color—full page ads like the
one shown here in BETTER HOMES
AND GARDENS, HOUSE BEAUTIFUL
and LIVING for YOUNG HOME-
MAKERS will get you customers
by the carload.

5 all new, beautifully designed, attractively matched
Moe Light Cordette Casual fixtures—specially priced
for one month and advertised to the hilt in the leading
homemaker magazines... it all adds up to a deal you just
gotta get in on! You build sales because your customers
save... You make full profits because THEY'RE
SPECIALLY PRICED TO YOU!

THOMAS INDUSTRIES INC.

Originators of Inspiration Lighting

Executive Offices—410 S. Third St., Louisville 2, Ky.

In Canada: 1401 The Queensway, Toronto 14, Ontario, Canada



RE-LIGHTING... RE-MODELING...
is sweeping the country with the national
"Operation Home Improvement." Get
your share of this booming business—
call your Moe Light Distributor today
for stock and free sales aids.



THOMAS INDUSTRIES INC.,
Moe Light Division, Dept. 58-9
410 So. Third St., Louisville 2, Ky.

Gentlemen, YES: ☐ I want to get in on Moe Light's Cordette
Casual Promotion. Send me full information.
☐ Have my distributor salesman call on me.

Name

Company

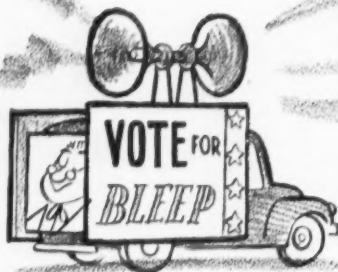
Address

City

Zone

State

My Distributor is



"EVERYTHING HINGES ON HAGER!"*

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.
Founded 1849—Every Hager Hinge Swings on 100 Years of Experience



Look at All the Exciting New Mule-Hide 50th Anniversary DEALER PROMOTIONAL AIDS



It's Mule-Hide's
GOLDEN ANNIVERSARY



This is the year you can expect more and more from Mule-Hide . . . more new products . . . more dealer selling helps . . . more sales for you . . . backed by 50 years of industry leadership.

Selling is easier for you when you have a complete promotional package like this to bring in prospects and close sales. . . Colorful line folders, striking point-of-sale materials, attractive samples, a new kind of roofing color book that everybody calls "gorgeous". . . These are some of the aids that are making new sales and new profits for Mule-Hide dealers.

ASK THE MULE-HIDE SALESMAN

He will be glad to show you the new Mule-Hide dealer promotion package . . . and the easy-selling new Mule-Hide products—like LUSTERGLAZE and LUSTERTEX Asbestos Siding, and TUFFSTONE Asbestos Wallboard that saws and nails like wood.

THE LEHON COMPANY

Bellwood, Ill. • Wilmington, Ill. • Memphis, Tenn. • Cincinnati, Ohio • Houston, Tex.

Manufacturers of famous Mule-Hide "Town & Country", Thick Butt, Hex and "Safe-Lox" Asphalt Shingles; Roll Roofing and Asphalt Roof Coatings; "LusterGlaze" Glazed Asbestos Siding and "LusterTex" Asbestos Siding; "Tuffstone" Asbestos-Board and Mule-Hide A. C. Wallboard; Bathroom Cabinets and Ventilating Fans, and other Quality Building Products for Fifty Years.

"MULE-HIDE" HAS BEEN A FAMOUS NAME FOR FIFTY YEARS

DUR-O-WAL

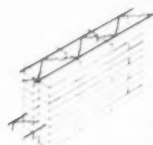
**Backbone of Steel
for EVERY Masonry Wall**



**RUNNING
BOND**

DEMAND

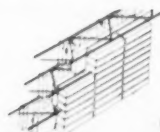
Designed specifically for masonry crack control, Dur-O-wal is specified by architects and builders everywhere. Supply this demand.



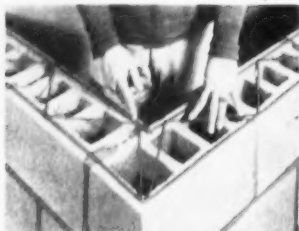
**CAVITY
WALL**

QUALITY

High tensile deformed steel side rods and butt-welded, trussed design cross rod combine to make Dur-O-wal an all-working steel reinforcing assembly.



**TIED
WALL**



**BONDED
WALL**

PROFIT

Dur-O-wal is a fast turn-over, tie-in masonry item. Easy to stock, easy to sell, Dur-O-wal gives you a good margin of profit.

Nationally advertised, Dur-O-wal is a quality brand name, recognized at once by architects and builders alike. Nation-wide distribution of plants and jobbers guarantees prompt deliveries and low freight rates. For the name of your Dur-O-wal jobber, phone, wire or write today to Dept. 7B.

Trussed Design

Butt Weld • Deformed Rods

DUR-O-WAL®

Dur-O-wal Div., Cedar Rapids Block Co. **CEDAR RAPIDS, IA** Dur-O-wal Prod., Inc., Box 628, **SYRACUSE, N.Y.** Dur-O-wal at Ill., 119 N. River St. **AURORA, ILL.** Dur-O-wal Prod. of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-wal Prod., Inc., 4500 E. Lombard St. **BALTIMORE, MD.** Dur-O-wal Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-wal, Inc., 165 Utah St., **TOLEDO, OHIO**

NEW!

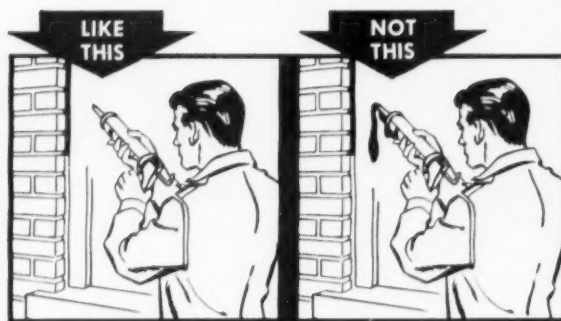
"Flow-Control"



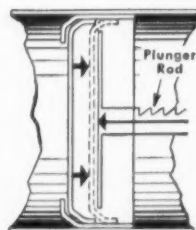
CAULKING COMPOUND CARTRIDGE

- No costly overruns
- No messy spillouts
- May be used in any Standard Cartridge Gun

With the new cartridge you get results



**Dual Compartment Plunger is the Answer
to Neat, Low Cost Caulking Jobs**



When plunger rod is disengaged, inner compartment moves back to position shown by dotted line, releasing pressure which stops flow of caulking compound.

Armstrong "Flow-Control" Cartridge is equipped with a diaphragm action retractable plunger. It provides immediate release of pressure which stops the flow of caulking compound when plunger rod on gun is disengaged. Plunger rod is disengaged from ratchet by turning rod or using trigger release when provided.

Another advantage of the dual compartment plunger is its provision for expansion and contraction of the caulking compound when stored in high or low temperature. This feature eliminates any possible strain on the cartridge sidewall.

Complete Information upon Request

EST. 1911

THE ARMSTRONG COMPANY

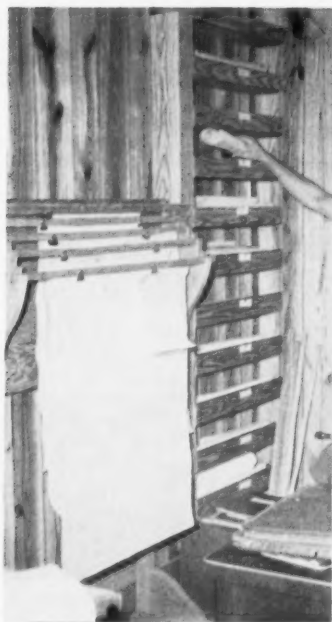
GENERAL OFFICES and Laboratories
1001 E. 103rd St., Chicago 28, Illinois.

Other plants: Detroit • Dallas • Richmond, Calif. • Charlotte, N. C.



'BETTER WAY' Shared by Dealers

Keeps House Plans and Prints Handy



Plans and blueprints of current housebuilding jobs are kept neatly and always conveniently at hand at the Bagnal Builders Supply Company in Columbia, S. C., as this snapshot shows.

The window-like frame in the background was built in Bagnal's millwork shop with 10 "bins" or compartments to hold blueprints of current house jobs supplied by this dealer. The blueprint "file" was built of the same prefinished etched-grain pine as that used for handsomely paneling the drafting-room walls.

Made of plywood also in the Bagnal shop, the portable rack in foreground

holds other blueprints and plans for quick reference and use. The plans are hung on rails with spring clips. The five rails rest on "hands" fashioned from plywood.

Eases Use of Pick-Up Trucks

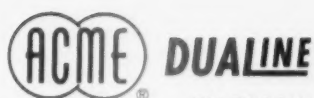
To facilitate loading and unloading and save the backs of the workers, the Benson Lumber Company at Pawhuska, Okla., has had a special loading platform designed and installed on each of its pick-up type delivery trucks.



The loading platform was designed by Don Edwards, manager of Benson's Pawhuska yard. He is seen demonstrating its usefulness at left.

Made of welded steel with the "step-plate" pattern, the truck extension makes loading and unloading from the pick-up bodies much safer and much faster.

The cost of this truck addition is quickly offset by faster handling of deliveries and warehouse loads.



BY-PASSING DOOR HARDWARE

"We get..."

FASTEST TURNOVER with half the inventory"



Harry Livingston, of W. E. Cooper Lumber Co., Los Angeles, California says, "Acme Dualine Hardware gives us Fastest Turnover with half the inventory."



We've reduced stock—increased profits—with ACME **DUALINE** Interchangeable Hangers for both $\frac{3}{4}$ " and $1\frac{3}{8}$ " By-Passing Doors.

These quality features in the **NEW ACME DUAL PURPOSE HARDWARE** mean cleaner profits for us... and customer satisfaction.

SOLID ALUMINUM TRACK—Jump-Proof, Rust-Proof. Provides extra quiet, fingertip operation.

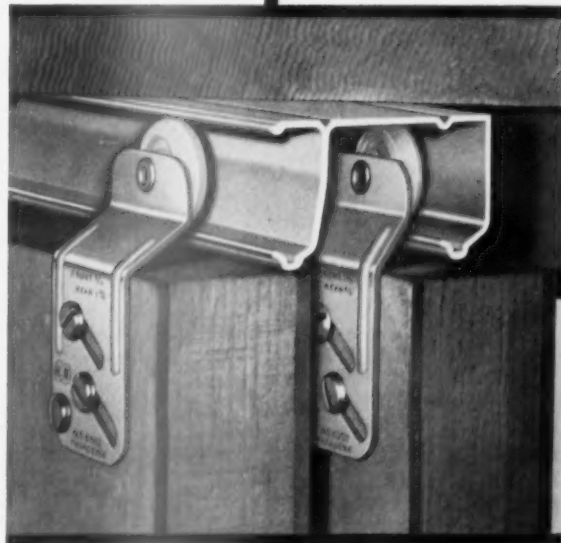
NYLON WHEELS—Permanently lubricated for silent, efficient, lifetime service.

LOW HEADROOM—Only $1\frac{1}{4}$ " required between door and header.

ADJUSTABLE SIDE MOUNT HANGERS—Made of zinc lusteron plated steel. Slotted for easy, accurate adjustment.

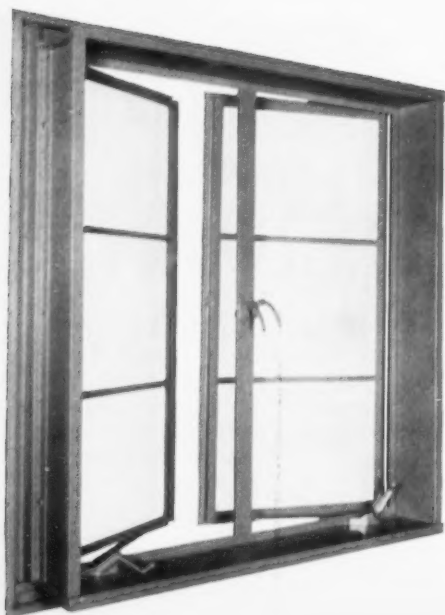
"ALL-IN-ONE" No. 110 Adjustable Nylon Floor Guide included with each set.

Get full details from your jobber. Ask him about Sales Displays, or write...



ACME APPLIANCE MANUFACTURING CO.
35 SOUTH RAYMOND AVE. • PASADENA, CALIF.

© 1956 Acme Appliance Manufacturing Co.



MADE TO ORDER FOR "OHI" (Operation Home Improvement, sponsored by the U. S. Chamber of Commerce)

You can really save money on modernization and remodeling projects, and at the same time provide steel windows of the very highest quality... When replacing old windows or adding new ones, use HOPE'S RESIDENCE CASEMENTS in Hope's Combination Inside-Outside Steel Trim. Our Inside-Outside Trim entirely eliminates costly window stools, aprons, corner beads, outside mouldings, and the labor costs of fitting and installing these items.

Hope's Inside-Outside Trim is easily assembled and attached to Hope's Steel Casements. The entire assembly can be completely installed in a rough opening in less than 15 minutes. Customers tell us they have saved up to four dollars per window opening using these products.

*See our Catalog Inserts in Sweet's Files for additional information,
or write for our folder No. 132-SB*

HOPE'S
JAMESTOWN, N. Y.

Since
1818

**INSIDE-OUTSIDE
METAL TRIM**

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH

SO NICE TO HAVE AROUND THE HOUSE...

Sugar Pine...

from **SUPERIOR LUMBER SALES CO. of SACRAMENTO**
who specialize in Quality Lumber from the
finest mills in Oregon, California
and Washington.

SUGAR PINE
PONDEROSA PINE
MOULDINGS

- Kiln Dried or Green
- Industrial Lumber All Species
- Retail and Distribution Yard Lumber

DOUGLAS FIR
WHITE FIR
REDWOOD

- Sugar Pine Pattern Lumber
- Douglas Fir Studs

**SUPERIOR LUMBER
SALES COMPANY**

of Sacramento
926 Juv Bldg. call ahead 2-6226
sacramento 22, call.

MILLS AT MARYSVILLE, GOLD RUN AND SACRAMENTO, CALIFORNIA

Shakertown®

Sells.....

■ ARCHITECT ■ BUILDER ■ CONSUMER



U. S. Patent 2,232,786. Other U. S. and Foreign Patents Pending.

● BY PRODUCING
SUPERIOR PRODUCTS

Highest quality materials crafted by masters for consistent superiority!

GLUMAC UNITS
SIDEWALLS
STAIN

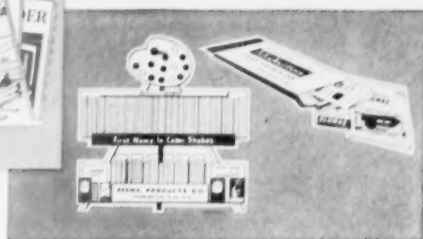


● BY ADVERTISING IN
CONSUMER AND TRADE
PUBLICATIONS

Telling the Shakertown story to your customers often and with impact!



● AND AT THE POINT OF SALE...



Shakertown®
FIRST NAME IN CEDAR SHAKES

In your store where your customers buy!

SEE YOUR NEAREST DISTRIBUTOR OR WRITE

THE PERMA PRODUCTS COMPANY

20310 KINSMAN ROAD

CLEVELAND 22, OHIO



**IMAGINE—
in one stack
1500 feet
of**

Key

KEY-Wall



GALVANIZED MASONRY REINFORCEMENT

slash warehouse space and handling costs while you multiply sales with this new type galvanized masonry reinforcement

That's right. Each roll of KEY-WALL has 150 ft., yet it weighs so little you can handle a roll with one hand. It's easy to stack; easy to handle. Galvanized, it needs no protection from the weather on the job.

Just think what this means to you in space saved in the warehouse; on the truck; on the job. Think how handling costs are slashed all along the job. Yet, it's so economical that architects are specifying it in every course to get the full benefits that

masonry reinforcement gives. That should multiply your masonry reinforcement sales.

It's so easy to use that masons prefer it.

It's been tested and proved by the Research Foundation, University of Toledo. Leading architects and builders are specifying and using it in important buildings.

If you have not investigated this important new development, it will pay to get all the facts NOW.

FREE SAMPLE AND TEST REPORT

Keystone Steel & Wire Company

Peoria 7, Illinois

Please rush me complete information on KEY-WALL.

Name

Firm

Street

City Zone State



**few builders
can afford
to overlook**

Columbia-matic

TENSION SCREENS

THEY CUT COSTS

The Columbia-matic TENSION SCREEN reduces labor costs *across-the-board!* Installs faster . . . requires no template, no special tools. Installs from inside for quick access to all windows. Cannot be taken down from outside . . . your protection against pilferage. Precision-made to your measurements, it fits exactly. Hardware can be preset in an uninterrupted production schedule . . . simply leave Columbia-matics wrapped in cartons, safe from damage. Aluminum, the Columbia-matic requires no painting, yet costs *no more!*

CUSTOMERS LOVE 'EM

Your customer will love their Columbia-matics for many reasons. Exclusive automatic tension keeps Columbia-matics drum-tight under all conditions, eliminates maintenance call backs. Light-weight, easy to handle, full length, they won't swell, stick, warp or rust-stain houses. With heavier hardware and tension bars containing up to 50% more aluminum than similar screens, Columbia-matics are built to give extra years of trouble-free service.

**NATIONALLY ADVERTISED..
CONSISTENTLY**

An aggressive, consistent advertising program pre-sells home-buying prospects in your area on Columbia-matic TENSION SCREENS. By way of high-impact ads in leading national magazines, Columbia-matic TENSION SCREENS have become a top name brand that your prospects recognize and want!

**Plus...the best service
in the industry!**



The Columbia-matic FACTORY SERVICE DEALER is equipped to give you immediate service . . . help you "buy right." He carries a complete stock of wanted sizes

and can provide emergency service on special sizes. An expert on builder screening needs, he will show you installation "short cuts" that will save time and money.

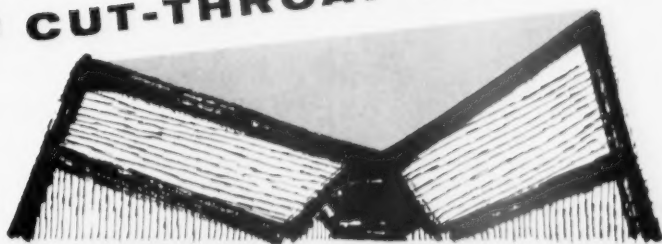
For complete details on the Columbia-matic TENSION SCREEN, see your local Factory Service Dealer, or write to:

THE COLUMBIA MILLS, INC., DEPT 39 • SYRACUSE 1, N. Y.

SEE OUR COMPLETE LINE OF WINDOW SCREENS AT THE NABH SHOW
BOOTH 219 CONRAD HILTON



SICK OF CUT-THROAT COMPETITION?



sell WEPCO

EXTRUDED ALUMINUM COMBINATION WINDOWS AND DOORS


...exclusive with lumber & hardware dealers

WEPCO never creates specialty dealer competition. These WEPCO products are sold only through dealers like YOU.

NATIONALLY ADVERTISED in Life, Good Housekeeping, The Saturday Evening Post, etc.

FINEST DEALER SERVICE: Factory-trained sales representatives to serve you in your area.

LIBERAL CO-OP AD PLAN . . . plus a complete line of free merchandising aids.

Write, Wire, Phone for information  **the weather-proof co.** 1407 E. 40 St., Cleveland 3, O. • convenient shipping points across the nation

Also manufacturers of aluminum window awnings, matching door canopies, Trax-Wax.



KANGAROO

combination door with exclusive self-storage compartment.



DUO-DELUXE

"picture-window" & 2-lite combination doors.



DUO-DOR

combination door . . . retails for **\$39.95**. 6 standard sizes.



DUO-MATIC

3-track, self-storing combination window . . . retails for **\$15.95** up.

HARBORITE NOW

*The miracle overlaid fir plywood...
super-resistant to wear, weather and water!*



HARBOR
PLYWOOD CORPORATION

Aberdeen,
Washington

Special
HARBORITE
/

HARBORITE
Super-grade

Sales offices and warehouse stocks in:

ABERDEEN • ATLANTA • CHICAGO • CINCINNATI • HOUSTON • INDIANAPOLIS • JACKSONVILLE • LOS ANGELES

"SPECIAL" HARBORITE & HARBORITE SUPER-GRADE

IN



GRADES

NEW LOW COST GRADE

*overlay with
special purpose core!*

Here it is! Harbor's answer to the demands of industry for a new HARBORITE at a lower cost...yet with the same resin-impregnated overlaid surface...the same super-resistance to wear, weather and water...the same defiance to grain-raise and checking. The new special purpose core and back of "C" grade veneers...and the new single-sided overlay...make a new low cost possible. Also available with overlay on both sides at comparable low cost. We call it *Special* HARBORITE, and you'll call it *wonderful!*

1001 USES FOR NEW "SPECIAL" HARBORITE!

Soffits	Concrete Forms
Gable Ends	Signs
Lapped Siding	Garage Doors
Flat Siding	Fence Panels
Outside Storage	Roof Coverings
Work Sheds	And many others

© 1956 HARBOR PLYWOOD CORPORATION

FAMOUS MARINE GRADE

*overlay with
solid wood core!*

You know it as "Harborite"...the original overlaid fir plywood...the leader of its field. Now we're calling it HARBORITE *Super-Grade*. You've probably always called it "super", because it's the finest marine grade plywood...the core is all "B" veneers or better...PLUS tough, abrasion-resistant overlaid facings on two sides. HARBORITE *Super-Grade* is recommended for all those jobs that require a flawless solid wood core!

Both are available in standard and special sizes and thicknesses. Also special sizes in lapped and vertical grooved siding.

SAN FRANCISCO • SEATTLE • TAMPA • Other major cities



MAIL THIS COUPON TODAY!

HARBOR PLYWOOD CORPORATION
Aberdeen, Washington 9-58

I want to know all about: (Check one or both)

- ☐ *Special* HARBORITE
☐ HARBORITE *Super-Grade*

Name

Firm

Address

City Zone State



"This is My Big Seller!"

"My customers ask for Orangeburg Pipe by *brand name* because they have confidence in its quality. They've seen it advertised in magazines like *Life*, *Better Homes & Garden*, *American Home*, the *Farm Journal* and many others. What's more, they know that Orangeburg meets modern building standards which call for speed, quality and low cost."

Here's why: Orangeburg Root-Proof Pipe comes in long, 8-foot lengths that install fast and cut costs. Its famous Taperweld Joints seal root-proof with a few hammer taps and the material is so tough and resilient it lasts for years. Over 200,000,000 feet of Orangeburg Pipe are in service from Maine to California, some for 50 years and still operating like new.

Orangeburg *Root-Proof* Pipe is made in 2", 3", 4", 5" and 6" sizes for house-to-sewer and septic tank connections, downspout run-offs, storm drains and other outside non-pressure underground lines.

Orangeburg *Perforated* Pipe, in 4" size, is ideal for septic tank disposal fields, foundation drains and for draining wet spots everywhere.

Write Department SBS-96 for complete details.

COMPLETE LINE OF EXCLUSIVE ORANGEBURG FITTINGS



Exclusive Orangeburg Fittings featuring the famous Orangeburg Taperweld Joint which simplifies installation.

ORANGEBURG MANUFACTURING CO., INC.

ORANGEBURG, N. Y.

West Coast Plant: NEWARK, CALIF.

ORANGEBURG®

ROOT-PROOF PIPE AND FITTINGS

3-WAY PROMOTION PROGRAM

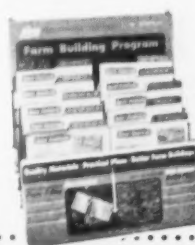
Helps you sell more Kaiser Aluminum Farm Roofing!

FREE... 1. You and your store will be on the cover of these attractive direct mail pieces when you become a Kaiser Aluminum Farm Roofing Dealer. Each mailer includes a timely newsletter of special interest to your best prospects. You provide a mailing list of selected customers—we provide postage and all printing and mailing.



2. National and local advertising! Big consumer and farm magazines—like *Farm Journal*, *Progressive Farmer*, *Farm Quarterly*—consistently sell advantages of Kaiser Aluminum Farm Roofing... the modern roofing that's light, strong, easy-to-handle, rot-proof and forever rust-proof. Also ads in local newspapers and local radio commercials reach prospects right where you do business.

3. Free display rack and farm building plans! Sturdy, wire-frame display rack fits on counter or wall... permits fast customer selection from eleven building plans. Most feature low-cost, pole type construction and show in detail how easy it is to build with Kaiser Aluminum Farm Roofing. You get the rack and a complete set of plans free!



**Put this 3-way promotion program to work for you.
Mail this coupon today!**

Kaiser Aluminum

The quality roofing for better farm buildings

Kaiser Aluminum Roofing and Siding • Shade-Screening
Roll Valley Flashing • Welded-Clad Irrigation Pipe
Electrical Building Wire and Outdoor Farm Wire

Kaiser Aluminum & Chemical Sales, Inc.
Dealer Service Division, Room 7981
1924 Broadway, Oakland 12, California

Please send information on Kaiser Aluminum Roofing and Siding, and include details on the advertising program.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Take **R** **there's**

Here's a "once-in-a-lifetime" opportunity for you to join Rusco as a fully franchised Distributor or Dealer handling prime windows for new construction *or* combination windows and doors for the big home improvement market. Here's your one big chance to reap the financial benefits of becoming an active part of Rusco's forward drive! Everything about this Rusco offer is new. From the top down there's a new team-minded spirit. New pricing policies. New products. New and broader market coverage. Plus the biggest market-building program in our more than twenty years of leadership in the field! *Everything's new at Rusco* — and there's everything here for you with the oldest and best-known line of nationally advertised windows and doors on the market.

Get the facts...and GO with RUSCO!

e a look **NOW** at

USCO

s a **big** deal for you!

NEW low prices — in spite of rising costs Rusco reduces prices!

NEW distribution plan with territories re-drawn

NEW "Series 57" line of steel prime windows at lower prices

NEW "Redi-Fin" line of aluminum prime windows, to meet builders' need for standard sizes

NEW opportunities with Rusco's famous steel combination line

NEW high-quality aluminum combination window and door line

NEW low-price aluminum combination window and door line

NEW faster shipping facilities now in operation

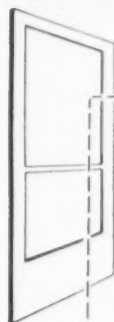
NEW factories and warehouses strategically located

NEW Rusco dealer ad program ready to spearhead local promotions

NEW easier qualifications for dealerships and distributorships

... the greatest name in windows and doors

Get all the facts on a RUSCO dealership or distributorship by mailing this coupon today. No obligation — but act now to get your pick of the choicest territories.



RUSCO

Department 6-SB-96
Cleveland 1, Ohio

Please send me full information on the Rusco franchise for (check one) dealers ☐ distributors ☐ of (check one) combination windows and doors ☐ prime windows and doors ☐

Name _____

Firm _____

City _____

Zone _____ State _____

Now—cure “look-alike” houses with **CURTIS** window variety



PROFIT FROM THIS NEW TREND! Today home owners object to houses that look like “peas in a pod.” You can provide real variety—at a profit—with Curtis Silentite Convertible windows—shown here used as awning sash

and some with picture windows. Curtis Convertibles also can serve as efficient casements...can be stacked both in width and height. More than 1000 combinations possible—providing an almost unlimited variety.



DOUBLE-HUNGS CAN BE DIFFERENT—and increase profits for you—when used in groups or in combination with a picture window. Curtis Silentite double-hung wood window units are available in several sash styles—all extremely weather-tight...all guaranteed. Note also the Curtis bow window at the far right—made up of Curtis casement units.



CASEMENTS ARE A POPULAR STYLE NOTE—especially when they are Curtis Silentite casements, available in different styles for any home, any room. These casements are really weather-tight—they can save up to 16% of heating or air conditioning costs...can't swing or rattle because of their patented operator. These features make them *easy* to sell.



Curtis Woodwork dealers find that Silentite windows give them an edge on competition—because these windows

have exclusive patented features found in no others. In extensive advertising to consumers, architects, builders and realtors, Curtis is telling the Silentite window story—and referring the inquiries to Curtis dealers. Those are two good reasons why it pays to tie in with Curtis. There are many more!

CURTIS

WOODWORK • heart of the home

Curtis Companies Incorporated

Clinton, Iowa

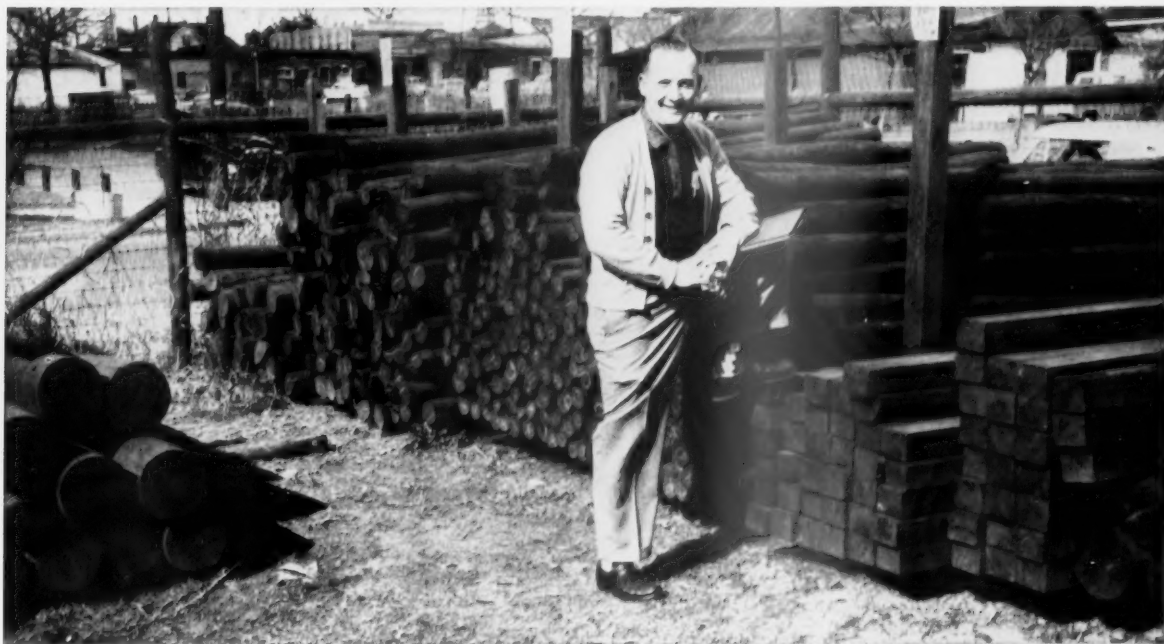


Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa • Lincoln, Nebr.
Topeka, Kan. • Minneapolis, Minn. • New London, Wis. • Oconto, Wis. • Scranton, Pa.

"Our pressure-creosoted post sales have tripled in the past five years,"

says **ROBERT WISE**

Co-Owner, Alday & Company, Thomasville, Ga.



"That's because our customers find that these posts save them time, labor and replacement problems—are more economical to use. Since we first stocked pressure-creosoted fence posts in 1948," continues Mr. Wise, "we have found them a profitable and popular item. We have encountered very little sales resistance, and because we are completely sold on pressure-creosoted wood, we can do a better job of selling it. Not only have our sales of pressure-creosoted posts and poles increased, but so have sales of related items such as staples, wire fence, stretchers and paint."

To help other progressive dealers like Mr. Wise develop their pressure-creosoted wood business, United States Steel—producer of USS CREOSOTE—has made available a free dealer merchandising program. This program contains a variety of advertising and point-of-sale material, all designed to help the dealer promote greater sales of pressure-creosoted lumber. This merchandising portfolio is available from your nearest treater who uses USS CREOSOTE. Just send in the coupon for more information.

Mr. Robert Wise is shown here with some of the different kinds of pressure-creosoted wood handled by Alday and Company.



Agricultural Extension
United States Steel Corporation
525 William Penn Place, Pittsburgh 30, Pa.

I am interested in promoting pressure-creosoted wood in my area.
Please have a treater contact me about your merchandising program.

Name

Address

City State

UNITED STATES STEEL



Andersen Flexivents add charm to this Westbrook Manor home. Estates, Incorporated, Baltimore, Md. is the builder.



Andersen Windowwalls are quickly available
from complete stocks of these distributors:

ALABAMA

Birmingham Sash & Door Co., Birmingham

FLORIDA

Huttig Sash & Door Co., Jacksonville

GEORGIA

Huttig Sash & Door Co., Atlanta

KANSAS

United Sash & Door Co., Wichita

KENTUCKY

Huttig Sash & Door Co., Louisville

LOUISIANA

Davidson Sash & Door Co.

Alexandria, Lafayette, Lake Charles

New Orleans Sash & Door Co., New Orleans

United Sash & Door Co., Baton Rouge

MARYLAND

Morgan Millwork Co., Baltimore

MISSISSIPPI

Jackson Sash & Door Co., Jackson

Andersen Flexivents® add livability to our homes

says this Baltimore, Maryland building team

Builders everywhere are turning to Andersen Flexivents. Like the builders of these Westbrook Manor homes, they recognize that Flexivents are economical, versatile and of the highest quality. Best of all, Andersen Flexivents give homes *extra* charm... add that wanted

livability that helps you close more sales.

The next time you're called on to furnish a project like this, look into the sales-closing advantages of Andersen Flexivents. For more information on sales opportunities with Flexivents, see your WINDOWALL distributor.



Mal Sherman, *Estates, Incorporated*
Vice President and prominent
Baltimore realtor
"We sincerely believe in the high
public acceptance of Flexivents,
and we know that they make a
wonderful contribution to the livability of our finished homes..."



Walter E. Crismer, *President, Estates, Incorporated*
"We have selected Andersen Flexivents for our home developments because they are easy to install, have outstanding modern design and flexibility... we feel that Andersen Windows add charm to any home."



Fred M. Sachs, *Secretary-Treasurer, Estates, Incorporated*
"We have never had a customer complaint on any Flexivent installation... that means no lost time on call-backs. It also speaks very well for Andersen's precision manufacture and craftsmanship."



ANDERSEN CORPORATION • BAYPORT • MINNESOTA



MISSOURI

American Sash & Door Co., *Kansas City, St. Joseph*
Huttig Sash & Door Co., *St. Louis*
Toombs & Co., *Springfield*

NORTH CAROLINA

Huttig Sash & Door Co., *Charlotte*

OKLAHOMA

General Sash & Door Co., *Tulsa*

TENNESSEE

Huttig Sash & Door Co., *Knoxville and Nashville*
Memphis Sash & Door Co., *Memphis*

TEXAS

Davidson Sash & Door Co., *Austin*
Houston Sash & Door Co., *Houston*
Huttig Sash & Door Co., *Dallas*
Lubbock Sash & Door Co., *Lubbock*

VIRGINIA

Huttig Sash & Door Co., *Roanoke*
Morgan Millwork Co., *Arlington*

WEST VIRGINIA

Iron City Sash & Door Co., *Huntington*

FEATURE
PRODUCTS OF
THE MONTH



Donley

INCINERATORS

FOR THE "HOTTEST" MARKET
DEALERS HAVE TODAY

- for apartments • schools
• stores • hospitals • institutions
• factories • industrial plants

Dealers everywhere are profiting from
the increased sale of incinerators!

The Donley line includes standard models of
flue and floor-fed (charge through fire door)
design as well as units for use in small and
medium size plants, gardens or estates. Pre-
fabricated steel-shell units also are available.
All Donley Incinerators feature greater waste
disposing capacity through the utilization
of an automatic burning principle.

With Donley plans and parts, local
contractors can build complete incinerators
... profit from this growing market!

Write today for full information
about Donley incinerators.

OTHER DONLEY PRODUCTS TO SELL



Ash Pit Door



Garbage
Receiver



Package
Receiver



Barbecart
36



Damper



No. 23 Range
Assembly



Steel Area
Wall



Attic Ventilator



Basement
Windows

"SUPERMARKET-SHOPPING" at Donley
saves you money.

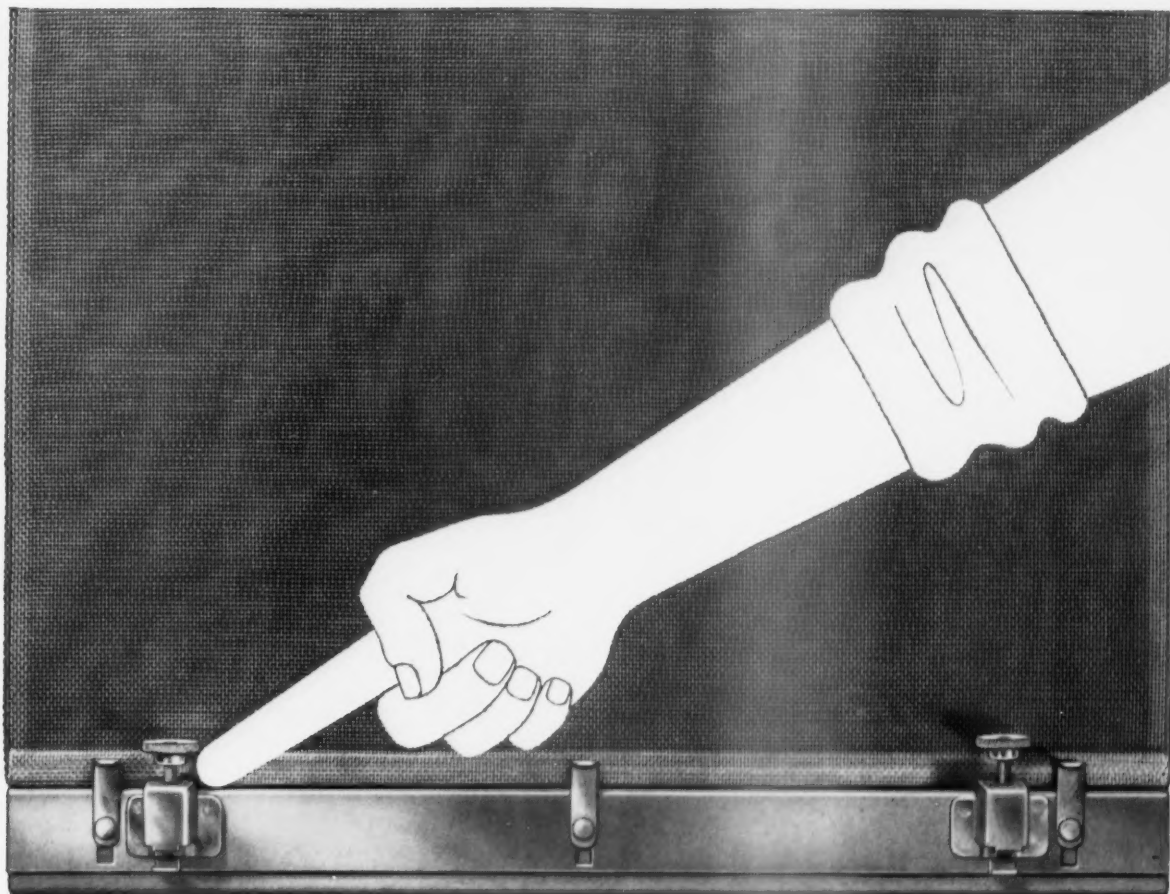
Donley

THE DONLEY BROTHERS CO.

13905 Miles Avenue

Cleveland 5, Ohio

6102-DB



This simple, adjustable tension catch is a *big* sales feature

... and it's exclusive with Keystone Tension Screens

Keystone Aluminum Frameless Tension Screens combine all-round quality and design features that spell *more* sales in the expanding convenience market.

Perfect fit for any window Keystone Tension Screens are made to fit all standard windows, and Keystone design means a perfect, snug fit every time.

Unmistakable Keystone quality Dependable Keystone quality through and through . . . Insect wire screening is Keystone 18 x 14 mesh stain-proof aluminum with straight-edge selvage of special 5 flat wires.

Exclusive features mean sales If it's sales you're after, it's Keystone you want. Take every advantage of the sales power behind Keystone. Write today for the name of your nearest wholesaler or distributor. *Write to Keystone Wire Cloth Co., Hanover, Pa.*

KEYSTONE

WIRE CLOTH COMPANY • HANOVER, PA.

Warehouses: Fostoria, Ohio - Brookhaven, Miss.



Contractor: Arthur Doran, Moylan, Pa. Photographer: Cortlandt V. D. Hubbard. Windows: Lupton Residential Casements.

Lupton Metal Windows—Today's Best Value

When you handle the Lupton Window line you offer one of today's best values. Their sturdy *metal* construction assures freedom from warping, swelling, shrinking and rotting. Their trim lines are an asset to any building. A wide range of types and sizes helps you fill any order. By combining fixed and ventilating units, you can offer your builder customers a wide range of design possibilities. Example: The attractive bay, illustrated above, was assembled from two standard casements and a standard picture unit. With casements available in steel or aluminum; aluminum double-hung, ranch and jalousie windows; aluminum sliding doors and projected windows, you sell a *full* line when you sell Lupton. Contact your nearest distributor for sizes and prices.

MICHAEL FLYNN MANUFACTURING COMPANY • 700 East Godfrey Avenue, Phila. 24, Pa.
Member of the Steel Window Institute and Aluminum Window Manufacturers Association

Partial List of Southern LUPTON Distributors

ALABAMA

Birmingham 1: Virginia Steel Co., Inc.
P. O. Box 1152, 1007 37th Place North

DELAWARE

Wilmington: Jandy, Inc.
3407 Lancaster Ave.

DISTRICT OF COLUMBIA

Washington 11:
Cushwa Brick & Building Supply Co.
137 Ingraham St. N.E.

FLORIDA

Jacksonville: Aichel Steel and Supply Co.
2205 Edison Ave.
St. Petersburg: Allied Products Corp.
P.O. Box 1559, 2700 22nd St. North

GEORGIA

Atlanta 1: Henry Taylor & Son
P.O. Box 1328, 1058 Amsterdam Ave. N.E.

KENTUCKY

Covington: Tate Builders Supply Co., Inc.
P.O. Box 27—Rouse Sta., 19th & Russell Sts.
Erlanger: Tate Builders Supply Co., Inc.
47 Dixie Highway
Louisville: John W. Bishop
319 W. Jefferson St.

LOUISIANA

Alexandria: Flynn Building Specialties, Inc.
P.O. Box 372, 140 Whetlock Ave.
New Orleans 19: Favrot and Pierson
3511 Toulouse St.
Shreveport: American Metal Window Co.
P.O. Box 819, 112 Caddo St.

MARYLAND

Baltimore 3: Maryland Steel Products Co.
P.O. Box 1997, Bush & Ridgely Sts.

NORTH CAROLINA

Charlotte: R. J. Lock Steel Products Corp.
P.O. Box 1763, 1200 W. Morehead St.

SOUTH CAROLINA

Columbia: Kline Iron & Metal Co.
P.O. Box 1013, 1225 Huger St.

TENNESSEE

Knoxville: Dealers Warehouse Corp.
1372 North 6th Ave.
Nashville: Volunteer Structures, Inc.
4103 Nev Ave.

TEXAS

Dallas: American Metal Window Co.
P.O. Box 10173, 1205 Levee St.
El Paso: Electrical & Mechanical Supply Co.
P.O. Box 137, 2000 Texas Street
Houston: Jim Lunsford Company
1525 N. Post Oak Road

VIRGINIA

Bristol: Central Warehouse Corp.
P.O. Box 85, 512 Scott St.
Richmond 21: Virginia Steel Co., Inc.
Mailing—Stewart Station Post Office
Office—3122 W. Cary St.

WEST VIRGINIA

Charleston 28: Fireproof Products Co.
P.O. Box 2311, Suite 422—Professional Bldg.
Martinsburg: Richard R. Feller Co.
P.O. Box 543, 900 Baltimore St.

MICHAEL FLYNN MANUFACTURING COMPANY

MAIN OFFICE AND PLANT — 700 East Godfrey Ave., Philadelphia 24, Pa.

Sales Offices and Sales Representatives

NEW YORK
51 East 42nd Street
New York 17, N. Y.

LOS ANGELES
Sales Office: 672 S. Lafayette Park Place (57)
Warehouse: 2009 E. 25th Street
Los Angeles, Cal.

STOCKTON
Warehouse and Sales
1441 Fremont Street
Stockton, Cal.

CINCINNATI
De Sales Building
1620 Madison Road
Cincinnati 6, Ohio

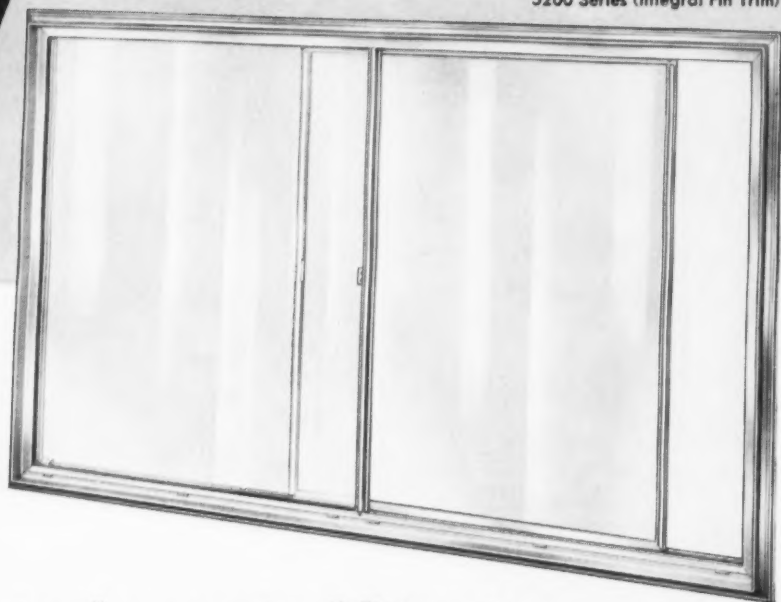
KANSAS CITY
(Herb W. George)
9209 Cherry St.
Kansas City 5, Mo.

LUPTON
REG. U. S. PAT. OFF.
METAL WINDOWS

NEW

**Simplest
to install**

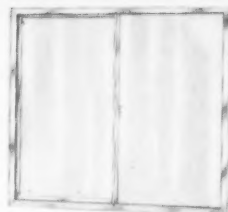
5200 Series (Integral Fin Trim)



TRAVERSE Horizontal Sliding WINDOW with Integral Fin Trim

...a beautiful, extra-low-cost addition to REYNOLDS ALUMINUM WINDOWS

Ease of installing this window makes it attractive to both home handymen and professional builders. The integral fin trim is the secret—siding materials simply butted against it. (Wood buck also available.) Precision engineered! Corners are dressed welded, smooth and strong. Louvered weep holes assure complete drainage. Completely weatherstripped. Easy-sliding vents lift out for cleaning...lock tight. Besides single-sliding-vent type shown, strip type is also available...sliding vents flanking a fixed center light. Order now. **Reynolds Metals Company**, Window Division, 2036 South Ninth Street, Louisville 1, Kentucky.



5100 Series (Wood Buck)

REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS



Rustproof permanence and handsome design in rain-carrying equipment...at low cost. Ogee embossed in 4", 5", 6" sizes. Half-round in 5" and 6" sizes.

REYNOLDS Lifetime ALUMINUM FLASHING

Rustproof and non-staining, this flashing looks better and costs less, 14", 20" and 28" widths, .019" thickness.



New Builder's Type

REYNOLDS ALUMINUM REFLECTIVE INSULATION and Vapor Barrier



Developed especially for professional use...foil bonded to 40 lb. kraft paper. Foil on one side and two sides, in rolls of 250 and 500 sq. ft., 25" and 36" widths.

REYNOLDS ALUMINUM BUILDING PRODUCTS

See "FRONTIER", Sundays, NBC-TV Network. Starting Sunday, Sept. 23, see Reynolds great new series "CIRCUS BOY"—same time and station.



Keeps Track of Profits by Each Sale and Day

† How much profit are you making this month on building material sales? This question doesn't stump the Capleville Lumber and Supply Company at 4941 Lamar Avenue in suburban Memphis, Tennessee.

This retail firm knows exactly where it's going and what it's doing, profit-wise. That's because the management uses an unusual net profit or cost-accounting system to determine, on a daily basis, whether it is losing or making money.

The Capleville firm put in its system nearly three years ago and is highly pleased with it. The idea was "dreamed up" by A. B. Myers Jr., the manager, who thinks his firm is the only one using such a

By Richard Lane

cost-accounting system on a daily basis.

Myers mentioned his system casually to a group at the last convention of the Tennessee Building Material Association in Chattanooga — and it touched off a discussion that lasted nearly three hours.

Just how does the Capleville Lumber and Supply Company's "profit control" system work? Myers explains:

"We figure our daily cost of operating business is approximately \$175. We have broken down our

A. B. Myers Jr., manager of the Capleville Lumber and Supply Company near Memphis, Tenn., looks over his bookkeeper's shoulder at the daily cost accounting and profit record for his firm. Each sales ticket is marked to show the gross profit on each item and the total bill, and then listed on the daily control sheet.

complete overhead as per last year's statement on a daily basis to determine our actual operating cost.

"Each day we 'cost' each office copy of each sales ticket to determine our gross profit dollar-wise and percentage-wise in relation to sales. We show the profit on each item, in red pencil, and also the gross profit for the total bill.

"Then we list each sales ticket and profit on a daily control sheet.

"By this method we have only to glance at the control sheet to tell whether we are in the black or red. Should we drop below our known daily operating expenses for any period of time, we can take some action promptly — by means of sales meetings, pep talks, etc. — to obtain additional sales and regain our volume before our losses amount to any sizable sum.

"Some dealers may wonder how we determine our cost for benefit of a gross profit on each sales ticket. Our costs are obtained from a cost index set up from information on cost on our invoices. On millwork items, we obtain our cost information from a shop ticket on which the shop foreman has placed the necessary information on time consumed and materials used on that particular order.

"At the end of each month, we total our control sheet and determine both percentage-wise and dollar-wise our net for the month. This gives us information as to whether our mark-up is sufficient for a sound business operation, or whether it should be adjusted.

"We are not a large firm, so the time required for this additional (See PROFIT CONTROL page 96)



How One Fork-Lift Saves Man-Hours in Two Yards

✦ The problem of economically handling building supplies — particularly the unloading of lumber shipments, in two separate supply areas—has been solved by Tennant Brothers in Tampa, Florida, through the use of one 7,000-pound-capacity pneumatic tire, gas powered fork-lift truck.

The remarkable part of the story concerning this firm, operating as

both Tennant Brothers and the Cash and Carry Building Supply Company, is that the two yards are located 10 city blocks apart.

Owners Lindsay L., Vinnie, and R. Gordon Tennant purchased the 7,000-pound-truck initially with the sole purpose of realizing savings in unloading tractor-trailer loads of lumber at their larger operation, which goes under the

Since acquiring a 7,000-pound-capacity fork-lift truck, Tennant Brothers in Tampa, Florida, handle nearly all building materials in palletized or unit loads. Among these are cinder block, brick, nails, gypsum board, cement, plaster — and lumber, which now is ordered in banded unit loads of 2,000 board feet. The fork-lift has reduced the unloading operations from 21 to one man-hour per trailer load of lumber.

name of Tennant Brothers. In a short time they determined that the truck's use was resulting in a reduction of from 21 man-hours to one per trailer load of lumber.

Under a manual handling system the building supply men estimated that it required the services of three men over a period of from six to eight hours to unload and store roughly 24,000 board feet of lumber. The lift truck with its operator, working under the direction of the yard supervisor, accomplish the same task in 30 minutes.

Since the acquisition of the truck, the Tennants have specified that lumber be shipped to them in banded unit loads of 2,000 board feet. These are generally received in lots of 12 in each delivery.

In the face of savings of this magnitude the Tennants started (See ONE FORK-LIFT page 96)



\$1,300 Inventory Puts You in Builders Hardware Business

By Ted A. Nodell

The author is vice-president of the Delph Hardware and Specialty Co., Charlotte, N. C., wholesalers. He is a member of the American Society of Architectural Hardware Consultants.



✦ Are you looking for a profitable line of merchandise which will fit in with — and expand — your building material business? Then consider finish builders hardware. But consider adding it to your present lines for residential construction only, as builders hardware for commercial and industrial use is much more specialized and extensive.

Lumber and building supply dealers are natural outlets for builders hardware for they have the best opportunity to sell hardware at the same time other building supplies are ordered—whether for a new house or for an improvement job. Most orders for lumber and other wall materials suggest builders hardware that will be required.

Since the Egyptians first fabricated a wooden lock 4,000 years ago, builders hardware has be-

come increasingly important in the construction of our buildings. The Greeks tied intricate cord knots to lock their doors. The Romans later made huge locks with huge keys.

The start of the builders hardware business in America came about the time the Pilgrims landed, and our blacksmiths were the first manufacturers of builders hardware. In 1860 Linus Yale invented the pin tumbler cylinder — almost as we know it today.

Now, instead of huge locks and big hinges hammered out by blacksmiths, we have much simpler key-in-the-knob locks and small compact mortise hinges.

When we think of builders hardware, the principal item is door locks, but many more items belong in this category—butt hinges, floor hinges, auxiliary locks, extension bolts, and many others.

Mounted displays are the best way to show and demonstrate locksets and other builders hardware. They keep from soiling units taken from boxes — and from losing screws and parts. Seiler Brothers, Inc., in Sweetwater, Tenn., use the above modernistic factory display to make profitable sales.

Although some mortise locks are still used in residential work, the percentage is small, for most builders use the key-in-the-knob type.

Listed below is a suggested starting stock of builders hardware for a lumber yard or building supply company. You will find all the items listed are those used every day, and your turnover should be adequate if you adhere as nearly as possible to the quantities suggested. Your inventory should run approximately \$1,300.

SUGGESTED LIST OF STOCK OF BUILDERS HARDWARE FOR RESIDENTIAL CONSTRUCTION

BUTTS AND HINGES

Standard Butts 4x4, Mortise Button Tip

25 pairs dull brass

25 pairs prime coat

Standard Butts 3½x3½, Mortise Button Tip

50 pairs dull brass

50 pairs prime coat

6 pairs nickel

Standard Butts 3x3, Mortise Button Tip

25 pairs dull brass

25 pairs prime coat

Ball Bearing 4x4

6 pairs prime coat

FLOOR HINGES

Standard low price

6 only dull brass

3 only prime coat

3 only dull brass x polished nickel

LOCKS

Key-in-Knob

6 only sets best quality pol. brass pin tumbler

20 only sets best quality pol. brass wafer tumbler

20 only sets medium priced pol. brass

6 only separate handles for above, pol. brass (med. priced)

12 only assorted roses for above

Interior Locks

20 only sets best quality pol. brass passage latches

20 only sets best quality pol. brass bedroom locks

6 only sets best quality pol. brass x pol. chrome bathroom locks
 6 only sets best quality pol. brass balcony or porch locks
 20 only sets med. priced pol. brass passage latches
 20 only sets med. priced pol. brass bedroom locks
 6 only sets med. priced pol. brass x pol. chrome bathroom locks
 6 only sets med. priced pol. brass balcony or porch locks
SCREEN DOOR
 Tubular
 12 only sets polished brass
AUXILIARY LOCKS
 6 only dead lock tubular, pol. brass
RIM NIGHT LATCH
 12 only sets
FLUSH EXTENSION BOLTS
 6 only pol. brass 12"
SASH FASTENERS
 Cast Aluminum
 6 dozen dull brass
 1 dozen nat. aluminum
 Stamped Steel
 6 dozen dull brass
 1 dozen nickel

FLUSH BOLTS
 6 only pol. brass 6"
SURFACE BOLTS
 6 only pol. brass 6"
COAT & HAT HOOKS
 Cast Aluminum
 6 dozen dull brass
SASH LIFTS
 Hook Type Steel
 6 dozen dull brass
 1 dozen nickel
 Bar Type Cast Aluminum
 6 dozen dull brass
 1 dozen nat. aluminum
PUSH PLATES
 Glass
 6 pairs 12 x 3
DOOR STOPS
 Base Type, Cast Aluminum
 6 dozen dull brass
 1 dozen nat. aluminum
 Floor Type, Cast Aluminum
 3 dozen dull brass
 1 dozen nat. aluminum
DOOR KNOCKERS
 Cast Brass
 2 only pol. brass
CABINET HARDWARE
 Hinges
 6 dozen pol. chrome flush

6 dozen pol. chrome 3/8" offset
 6 dozen prime coat 3/8" inset
 6 dozen pol. chrome 3/8" inset
Friction Catches
 1 gross
Door Pulls
 6 dozen X pattern—pol. chrome
 6 dozen Y pattern—pol. chrome
SAFETY HASPS
 1 dozen 3 1/2" brt. steel
 1 dozen 4 1/2" brt. steel
LIGHT T HINGES
 6 pairs 3" brt. steel
 6 pairs 4" brt. steel
 6 pairs 6" brt. steel
LIGHT STRAP HINGES
 6 pairs 3" brt. steel
 6 pairs 4" brt. steel
 6 pairs 6" brt. steel
DOOR CLOSERS
 Statuary Brown
 3 only size C
SCREEN DOOR HARDWARE
 12 only air closers
 Half Mortise Hinge Sets
 24 only dull brass
 24 only Japanned
 Full Surface Hinge Sets
 24 only dull brass
 24 only Japanned
SLIDING CLOSET TRACK AND HANGERS WITH PULLS
 6 sets 4'
 6 sets 5'
 6 sets 6'



In the new retail store of the Williams and Voris Lumber Company in Dothan, Ala., a novel way of storing stocks of builders hardware is found. Wall shelves have been built in between the studs, above. Mason Freeman, manager, has mounted displays of locks on the floor. At right, even in a small town like Fletcher, N. C., the Midway Lumber and Supply Company finds a modest inventory of builders hardware profitable.



When you acquire a stock and sell for a few jobs, you will learn that for a 1 3/4" door you would use a 4x4 butt hinge, for a 1 3/8" door you would use a 3 1/2 x 3 1/2 butt hinge, and for a 1 1/2" door you would use a 3x3 butt hinge.

Exterior doors should always be hung on three hinges, regardless of size.

Exterior doors should be keyed alike so that the owner needs to carry but one key.

The best way to sell builders hardware is by using mounted samples. A buyer wants to know (See \$1,300 INVENTORY page 94)

Selling Home Improvement Jobs

Pays Off Twice



Storm windows and doors are one of the most popular and profitable lines of Hendersonville Building Specialties, Inc. At left, partner George Klick shows the owners of a North Carolina mountain home how window unit is switched from screen to storm sash use. Another big seller with this specialty firm is bathroom tile and fixtures. On front cover of this S*B*S, partner Frank G. Carr Jr. helps customer to select soap holder.

products installed and the labor. His company shoots for a mark-up of 50 per cent on materials and estimated labor, to realize a gross profit of about 33 per cent.

Hendersonville Building Specialties, Inc., encourages home improvements with the slogan: "Spend on your home first—it's your best security." In its radio announcements on a morning program and in classified newspaper ads, this firm invites prospects with the sales slogan: "If you need work done in your home, let us do the entire job."

But most jobs are landed by this firm from the neighbors and friends of customers for which it has done satisfactory work — and who recommend highly the services of Hendersonville Building Specialties, Inc.

All outside selling is done by Klick and Carr. Both are on salary and both have had wide experience in selling and installing materials in light construction. Klick was a former plastering and stucco contractor in Florida. He moved to North Carolina in 1948 and opened the Hendersonville Tile Company. (See HOME IMPROVEMENTS page 94)

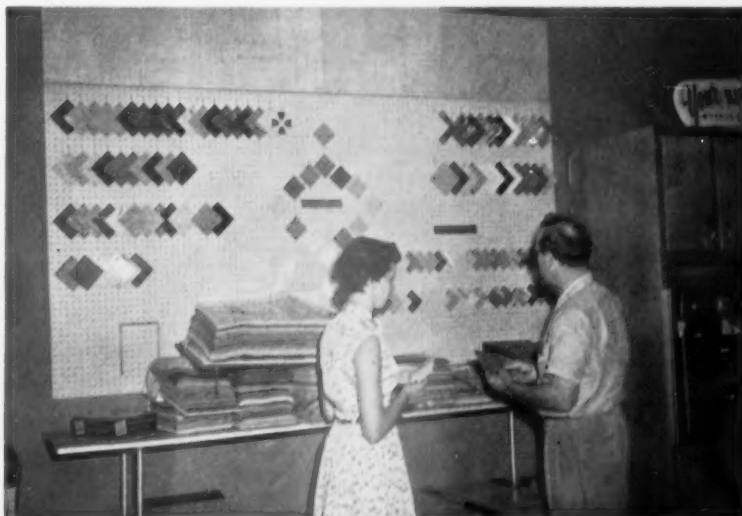
✦ The demand by home-owners for installed building products and specialties is being profitably served by Hendersonville Building Specialties, Inc., in that North Carolina mountain city of some 9,000 population.

During the year ended last June 30, partners George C. Klick and Frank G. Carr Jr. enjoyed a gross volume of nearly \$99,000. Almost this entire amount was in specialty installations. Most popular items

were remodeled kitchens, bathroom tile work, awnings, and storm windows and doors.

By selling and installing materials and specialties, Carr explains, his firm makes profits on both the

This display of floor tile and coverings in the small display room of Hendersonville Building Specialties, Inc., makes it easy for customers to select the patterns and sizes desired. Partner George Klick discusses one of five advertised brands his firm sells and installs. All types of floor tile are sold: asphalt, rubber, cork, vinyl, plastic, and linoleum; also wood block flooring.





Enlarged Store Shows Materials in Use in 'Home Planning Room' and Patio

✦ To further fulfill its slogan of "the department store of the building industry," the W. P. Stephens Lumber Company has doubled the size of its main store in Marietta, Georgia, with the addition of a Home-Planning Room and a colorful patio display of building materials.

With these Operation Store Improvements, this firm now better serves residents and builders from throughout bustling Cobb county.

Since 1950 Stephens has operated modern branch stores at Roswell and Austell.

The Home-Planning Room of 42 by 53 feet was added to the original. (See ENLARGED STORE page 92)

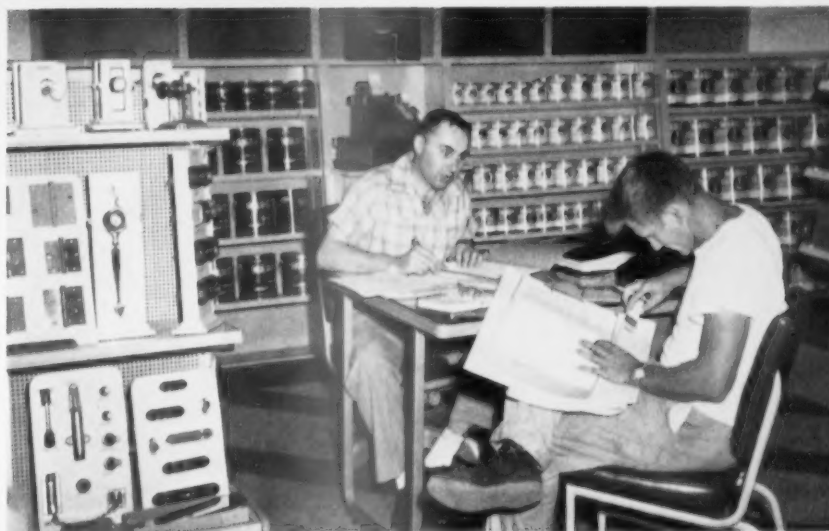
The handsome store of the W. P. Stephens Lumber Company in Marietta, Ga., above, was doubled in size by closing in old driveway and removing storage shed. Building supply store is at right, and new home-planning room is at left. Below, booths along left wall of home-planning room display building materials installed for easy selection. Kitchens with three types of Stephens-made wood cabinets and a General Electric kitchen assembly are seen in first three booths. A modern coffee bar beckons contractors in the fifth booth. The fourth booth displays finish builders hardware and two attic stairways, which may be demonstrated as seen on our S*B*S cover. Samples of plywood paneling above the booths are identified for easy comparison, as are wood panelings in the booths.





Contractors, mechanics, and homeowners find three experienced salesmen ready to serve them at sales desks like that below in the Stephens store. Each salesman has own cash and sales ticket register to speed transactions. Mounted samples of builders hardware are handy on modern perforated displays. Masury paints are easy to select from complete sample stock on tilted wall shelves. Bright color boards above allow customer to compare and choose finishes.

Customers entering the front door of the "new" Stephens store get the inviting view above of floor and wall displays of building supplies. Three brands of power tools are featured at front. Displays of carpenter and garden tools at left, hardware, paint brushes and other accessories, moldings, fasteners, in center invite browsing and self-selection. Service counter and offices are in rear. Ribbons of fluorescent light make it easy to see. Modern heating and air-conditioning units keep store comfortable all the time. Diagonal pattern of asphalt tile floor "lead" customer through store displays.



The wide varieties and colors of roofing, siding, and brick sold by the W. P. Stephens Lumber Company are displayed in "installed samples" on the wall of the office building beyond the patio. Shown installed are 17 types and patterns of Bird asphalt roofing and four of Johns-Manville asbestos and asphalt roofing. Along the bottom of the wall are installations of 18 different treatments of brick bonds and types. Installed along the upper walls are six patterns of roll brick and insulated siding and four asbestos siding.

A portion of the patio behind the home-planning room is seen above. The walls show different bonds of concrete block and Gaelic stone veneering. Ornamental iron column and rail enhance planter box beyond patio floor tile and redwood outdoor table set. Walls of Stephens' service building across the court display installations of cedar shakes and of board and batten, drop, and novelty pine siding.



The box-type trailer pictured at right and below holds eight wall sections, each with a window unit display that slides into full view. Each window is trimmed to show customers of the Jefferson Brick and Supply Company, Birmingham wholesalers, how they look installed. "Carrying the mountain to Mohammed" often results in sales on the spot, as shown at right. Below, Bob Unger, left, manager of the Specialty Division, and his assistant, Charles Matthews, inspect the unit they designed and built.



Mobile Display Unit Speeds Window Sales

✦ **The Specialty Division** of the Jefferson Brick and Supply Company, wholesale firm in Birmingham, Ala., has solved the problem of attracting contractors' and dealers' attention to its window displays — the company now takes the display to its customers.

The vehicle for this mobile display is a four-by-eight-foot two-wheel trailer that permits display-on-the-spot of eight window-wall sections completely trimmed.

Bob Unger, Specialty Division manager, said of this idea: "Now we can go to dealers and contractors on the job and show them all types of windows, how they operate, and how they look completely installed. This is particularly helpful to them because of the large variety of new windows being made today."

Built and placed in service last spring, the mobile display has resulted in a steadily increasing vol-

ume of business. Unger reported that the first week the trailer was sent out, seven sales were made as a direct result.

"Most window distributors, like other supply houses, have their displays set up at the plant or warehouse," Unger commented. "Dealers often find it inconvenient to leave their places of business to visit wholesale displays. So we decided to take the display to them. The trailer is especially effective with contractors because they rarely leave a job site."

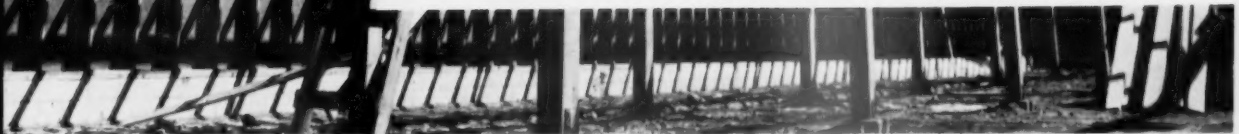
Built of marine plywood, the box-type trailer has eight wall sections, each with a window unit display that slides into full view. Each window is completely trimmed except for outside veneer. Double doors open to the display.

(See TRAILER DISPLAY page 92)





Where to Use Larch



By Harold Olson

No. 8 in Series on sale and use of Lumber Species

✦ **Larch lumber** from the Western pine region ranks among the heaviest and strongest of American softwoods.

The tree grows tall and stately in the mountain country, and the sawtimber resource is estimated in the 1955 *Timber Resource Review* at 28 billion feet. Annual production of larch lumber is esti-

mated by the Western Pine Association at about 200 million feet.

Larch is a premier load-bearing wood and has looks and qualities that give it all-around usefulness. In bending strength, stiffness, end-wise compressive strength, hardness, and shock resistance it ranks with the best softwoods. It is the heaviest of all commercial soft-

woods of the West, weighing 39 pounds per cubic foot at 8- to 15-per-cent moisture content. Thus it is near the top in a U. S. softwood range of 23 to 41 pounds.

Its properties of strength, toughness, and durability make larch an ideal wood for mine timbers, bridge planking and beams, freight-car sills and decking, bleacher and stadium seats, ladder steps, horizontal framing members, roof decking, pallet stock, railroad crossties, poles, posts, and other industrial and commercial heavy construction uses.

At the same time, larch is used for just about every component



One of the heaviest and strongest of American softwoods, larch is ideal for all types of structural and framing jobs, as seen in top photo. The beauty of larch as a paneling is demonstrated at left, in the Dobbins Brothers Lumber Co. building in Birmingham, Ala. James P. Dobbins Sr. and his son, Jim Jr., check the installation of larch in the father's office.

of residential building — from forms, joists, studs, beams, rafters, posts, etc., to sheathing, siding, paneling, flooring, interior trim, and cabinets.

Rigidity, strength, nail-holding capacity, and resistance to shrinkage qualify the wood for framing purposes. Its distinctive color and appearance, pattern of small knots, straight grain, narrow growth rings, and resistance to wear and scuffing suit it to the finer interior uses. Flooring and paneling are among the main ones, but moldings, window and door casing, mantels, stairs, and baseboard are other finish uses to which larch can be put with every expectation of satisfactory service for as long as the house lives.

The bulk of larch production is in Montana, Idaho, eastern Oregon, and eastern Washington. Some mills combine larch with Douglas fir into one common product known as larch and fir. Others separate the two species. In several cases this is done by cutting Douglas fir logs to dimension and timbers, and larch to boards.

Larch logs usually have less than an inch of sapwood. This accounts for the preponderance of the deep-tinted heartwood in the lumber. The grain is fine and uniform, showing to advantage both in flat and vertical cuts. The boards machine to a glossy surface with a waxen sheen. Properly seasoned, larch is slow to react to moisture changes and possesses the ability to stay in place. It works easily, holds nails tenaciously, glues well, and has no particular odor or taste

although classed as resinous.

The product of the larch log is segregated into the following grades: three Select, five Common, four Dimension, and three Structural.

There are three flooring grades to accommodate the substantial demand for larch for that purpose. Grading rules are published and supervised by the Western Pine Association, and of course are based on the broad general provisions of the American Lumber Standards.

Now, about painting. For a successful, lasting finish, the first requisite, of course, is properly-seasoned lumber. Western pine manufacturers make a practice of shipping lumber that's correctly dried prior to surfacing or patterning, and that applies to larch as well as all other woods produced in the region. Larch should have a moisture content of 12 to 15 per cent or as close as possible to the prevailing local humidity. Plaster work inside the house should be dry or so well ventilated that moisture from it will not cause blistering of newly-painted exterior surfaces.

It is not necessary to seal larch knots prior to painting.

Larch is one of the denser woods that calls for most careful selection of priming paint. A particularly desirable material for this purpose when the wood is first painted is aluminum house paint. For ensuing coats, the best advice from the Forest Products Laboratories is to choose "a good quality ready-mixed paint made by a

reputable manufacturer and follow the printed instructions."

Whatever the paint chosen, it should be well brushed out, patiently and thoroughly. The better this is done, the better the cover. Brushing out well is especially important in the priming coat.

How many coats? That depends a great deal on the paint used. Some are heavy enough to be adequate in two coats. Others need three.

For interiors, too, paints made by reputable manufacturers and applied as directed will give satisfactory results on larch.

In the ever-popular natural finishes, there are several types of treatment suitable for larch. Water-clear lacquer is one. Two or three coats, with the last one buffed to a satiny finish with 3/0 steel wool, will do the job. There are a number of clear, penetrating sealers that give much the same appearance as lacquer.

Clear, flat varnish is another good treatment. Two coats will do, with the surface lightly sanded between coats.

Boiled linseed oil has been used to advantage. Follow it with a thin coat of white shellac and a coat of wax. White shellac alone, followed by wax, also is good.

All types of stains can be applied to larch without special precautions. Left as applied, or rubbed off, they will bring out the handsome grain pattern in varying degrees of emphasis, depending on pigment deposited. Wax, varnish, or lacquers can then be applied over the stain.



The rich, russet color of larch enhances this Washington bank building. Vertical grain larch was used as a paneling for counter and wall, finished naturally. Larch is noted for its long-wearing qualities.

Weatherproofing a House for Economical Electric Heating

By JAMES E. GOFF*

† Electric heating of homes is referred to as a young industry. It is young in spirit but not in years. As early as 1933 a completely electrically heated town was built by the Tennessee Valley Authority at Norris, Tenn. A Knoxville builder had a contract to do repairs on these TVA houses after several years of operation. He talked to the occupants and examined the houses as he worked, and in every case he found that satisfactory heating results coincided with good insulation.

This led him to build three houses with electric heating in 1939 and '40. Before he could sell the houses he had to guarantee the operating costs! The success of these houses resulted in his building 25 more in 1942. These formed one of the first privately constructed subdivisions of electrically heated homes.

From these modest beginnings, electric house heating grew until by 1944 there were 950 electrically heated houses on TVA lines. In the next 10 years nearly 100,000 more houses were built with electric heating systems. The sales of equipment manufacturers now equal 40,000 completely electrically heated houses per year — and it is estimated that by 1963 there will be 300,000 new homes built each year with all-electric heat.

Electric heating is growing because power companies are promoting complete house heating and because the cost of other fuels is rising, while the increased use of thermal insulation is lowering the cost of electric heating.

The flexibility of electricity has led to many heating systems being devised to exploit its advantages.

* Goff, vice-president of Ceilheat, Inc., was chairman of the House Heating Section of the National Electrical Manufacturers Assn. He is a member of the American Institute of Electrical Engineers and of the American Society of Heating and Air Conditioning Engineers.



FIGURE 1 — TYPES OF ELECTRIC HEATING EQUIPMENT

UNIT HEATERS — Wall Mounted or Ceiling Suspended.

Wall or baseboard units based on the gravity warm-air principle. Cool air enters the bottom, is heated by the coil, and circulates it naturally out of the top of the unit.

SELF-CONTAINED FAN TYPE ELECTRIC UNIT — For Wall or Ceiling Mounting.

Wall or ceiling units that force the heated air from the coils into the room with a fan.

RADIANT GLASS PANEL HEATERS — For Wall Mounting.

Radiant panels warm the occupants and furnishings of the room with radiant heat waves . . . just like the sun. They do not depend on air movement for their heating ability. These also come as wall or ceiling panels, or in baseboard units.

HEATING CABLE — May Be Installed in the Ceiling or in Concrete Floors. Panels of conductive rubber or other materials used for attachment to ceiling.

Radiant ceiling, where the heating unit is actually built into the ceiling or attached to the surface, and the whole ceiling emits radiant heat to the occupants below . . . just like the sun.

Copy and drawings courtesy National Mineral Wool Assn.

Since the type of system affects the insulation requirements, they will be listed as the National Electrical Manufacturers Association classifies them:

1. Wall-mounted radiant heating panels of glass, ceramic, aluminum, etc.
2. Wall-mounted convectors of the natural and fan forced types.
3. Baseboard systems that fall within the radiant and/or natural convection classifications.
4. Radiant heating systems using resistance wire embedded in a plastered ceiling or in prefabricat-

ed panels for ceiling or floor installation.

The first three systems are easily installed in conversion jobs in existing houses. The fourth system is generally installed while the house is under construction.

It is possible, with some combinations of the electric systems shown in Figure 1, to heat electrically any dwelling regardless of construction and provided that cost is no object. You may ask, therefore, why electric heating equipment manufacturers spend so much time discussing insula-

tion. They feel that you would rather have low initial cost and low operating costs. Fortunately, the proper thermal insulation of a home brings both of these results simultaneously.

Insulate the way we tell you and you can afford electric heat. Don't insulate and you can't afford electric heat.

Because of these and other pressing problems, a meeting was held a few years ago to form an Electric House Heating Section of NEMA. After several years' work, a "Manual for Electric House Heating" was published early this year. The following recommendations on the amount of insulation required for electric heating are taken from this industry manual. Since the NEMA manual's recommendations are given in watts, we have added the BTU (British Thermal Unit) values in parentheses.

"1. *In ceilings* — Insulation should restrict the heat loss to 0.019 watts (0.065 BTU) per sq. ft. or less per degree differential. For ceiling heating systems, 0.014 watts (0.048 BTU) per sq. ft. per degree differential.

"2. *In walls* — Insulation should restrict the heat loss to 0.024 watts (0.082 BTU) per sq. ft. or less per degree differential.

"3. *Under floors* — Insulation should restrict the heat loss to 0.03 watts (0.100 BTU) per sq. ft. or less per degree differential.

"4. *Between floors of a multi-story building* — Insulation should restrict the heat loss to 0.03 watts (0.100 BTU) per sq. ft. or less per degree differential. When insulation is used between floors, no vapor seal should be used.

"Where other than normal exposures exist, additional insulation is required."

The NEMA manual explains that "although these recommendations apply generally, it may not be necessary economically to install

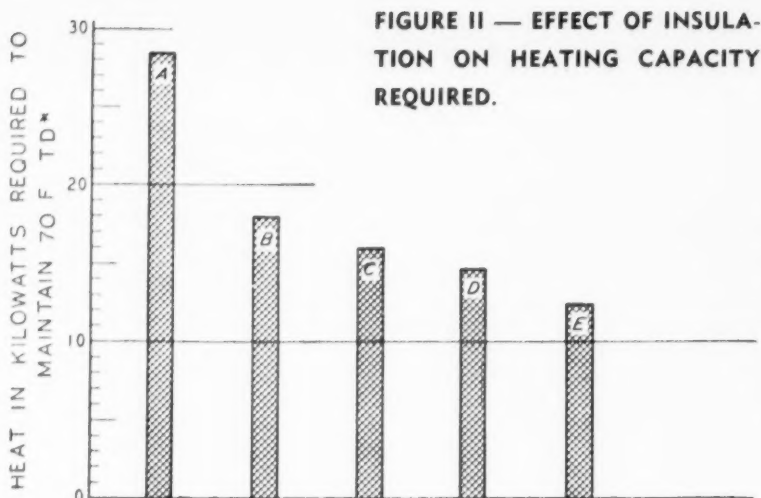


FIGURE II — EFFECT OF INSULATION ON HEATING CAPACITY REQUIRED.

Reproduced from the "NEMA Manual for Electric House Heating" through the courtesy of the National Electrical Manufacturers Assn., this chart shows the effect of insulation on heating capacity required in a 3-bedroom frame residence having 8,200 cubic feet of heated volume. It shows the heat in kilowatts required to maintain 70° F. temperature difference. *TD is the difference between inside and outside design temperatures.

In parentheses after the following insulation specifications, the author of the accompanying article has indicated the "U" factor equivalent, in case the reader cares to calculate the heat loss with other types of insulation. The "U" factor is calculated by adding the insulating effect (thermal conductivity) of each segment of the wall or ceiling.

A — No insulation.

B — With 3½" of mineral wool over ceilings only. (Ceiling only insulated to "U" of 0.065.)

C — With 3½" of mineral wool over ceiling and 2" of insulation in walls. (Ceiling insulated to "U" of 0.065 and walls to "U" of 0.095.)

D — With 3½" of mineral wool in walls and over ceilings, plus weather-stripping of doors and windows. (Ceiling insulated to "U" of 0.065 and walls to "U" of 0.078.)

E — Same as D with double glass in windows.

the full amount of insulation in certain areas when local weather conditions, local electric rates, etc., are considered."

You can select from several types and combinations of insulation to reduce the heat loss in a house to these recommended values:

WALLS: 1. All types using 3" or more of mass-type insulation with insulation effect equal to or better than rockwool.

2. Frame, veneer or masonry with 2½/32" insulating sheathing and 2" insulation.

(See ELECTRIC HEATING page 88)

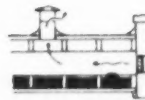
Figure III — POINTS AT WHICH VENTILATION SHOULD BE PROVIDED



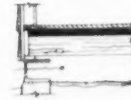
Louvers in both gable ends ventilate the space between insulation and roof.



Screen openings in eaves allow air to enter above the insulation and leave through the roof vents.



When flat roof is insulated, use both wall and roof vents as indicated.



Louvers ventilate space between floor and ground. Add roll roofing if ground is damp.

Illustration courtesy of Kimberly Clark Corp.



Garden View for Every Room

† This L-shaped plan catches the spirit of tomorrow yet has a sturdy look of permanence. It contains all the conveniences of a truly modern home — and has the added feature of fitting a narrow, less expensive lot.

The 55-foot width, which includes house, carport, and enclosed terrace, could be reduced by cutting down somewhat on the width of the terrace.

The depth of the house is about 61 feet. The floor area contains 1,649 square feet; carport, 216;

terrace as shown, 288, and storage space at the rear of the garage, 48 square feet.

Privacy is one of the greatest attributes of this plan. The house and carport enclose the terrace on two sides, and a wall of slanted vertical boards, decorated by an adjacent planting box, screens the terrace from the street. No windows open to the street side of the house. The great depth of the house can provide a good bit of privacy for a yard on the other side, and a fence could be extended

from the carport to provide an even greater private yard.

The fireplace and terrace barbecue pit are built together.

Two over-size windows provide a view of the outdoors from the dining area. In the living-room area, windows line each side of the fireplace.

This large living-dining room is particularly adaptable to various furniture arrangements. A sofa placed opposite the window wall could serve as a suggestion of a divider between dining and living areas. Those seated on the sofa could enjoy the fire in winter — view of terrace in summer.

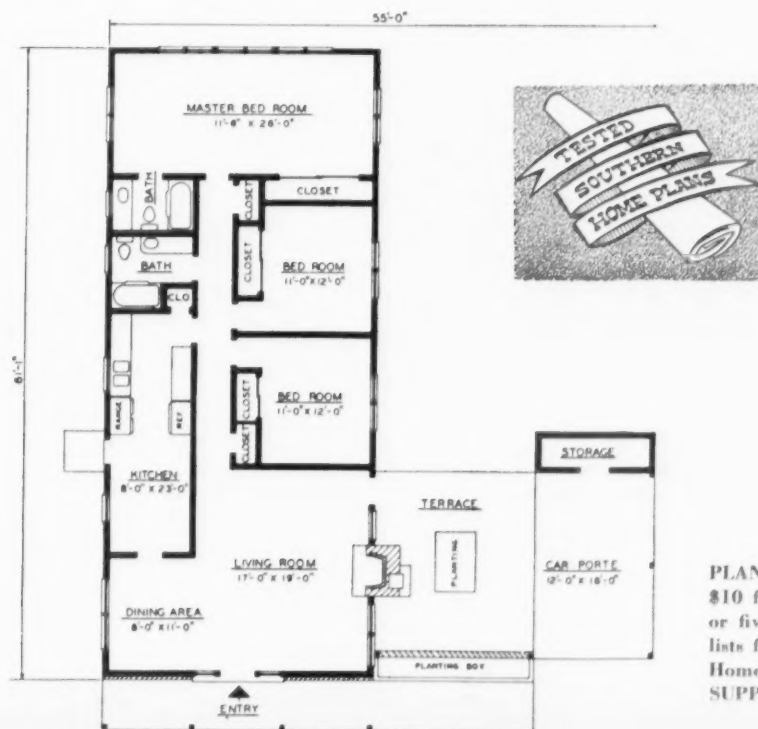
The long, narrow kitchen provides room for as much cabinet space as the home-owner's individual needs may require. A closet at one end keeps brooms and mops out of the way — a feature left out of most plans today.

Two complete baths are included. They both have counter lavatories with storage space.

There are two closets off the hallway leading from living to sleeping area.

All three bedrooms have windows with garden views. The long master bedroom features six windows on its wider side.

All bedroom closets have sliding doors for maximum use of space.



PLANS IN THIS SERIES can be obtained for \$10 for the first set, \$5 for the second set, or five sets with specifications and material lists for \$25. Send check with your order to Home Plans Editor, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 8, Ga.

PRODUCT BRIEFS

COLOR ALUMINUM COAT. Duncan-Stewart Industries, Ltd., Dept. SBS, 715 Fifth Avenue, New York 22, N. Y., announces aluminum coatings in colors — gold, silver, cobalt blue, and green. Called Multi-Purpose, the product comes in a half quart spray can or in one- and five-gallon cans for brush or roller.

Write P402 on reply card, page 68.

DRAWER SLIDES. The K-V under-drawer slide No. 1500 is especially designed for narrow spaces where slide clearance is not available, for built-in units, for deep storage drawers, and related items. The ball-bearing slide is installed without mortising, is ideal for addition to drawers for easier opening. Knappe and Vogt Manufacturing Co., Dept. SBS, 658 Richmond Street, Grand Rapids, Mich.

Write P403 on reply card, page 68.

ACRYLIC SPRAYS. Acrolite Products Inc., Dept. SBS, 108 Ashland Avenue, West Orange, N. J., announces 100% acrylic sprays. They are said to be "liquid plastic glass," the same type used in "blisters" of fighter planes. Sprayed from the push-button can, the non-flammable coating comes in clear and 12 colors.

Write P404 on reply card, page 68.

SLIDING DOOR HARDWARE. The Lawrence line of sliding door hardware now includes three new fascia track sets. They fit $\frac{3}{4}$ ", $1\frac{1}{4}$ ", and $1\frac{3}{4}$ " by-passing doors. The track is of extruded aluminum with an anodized satin finish. The integral fascia plate may be installed natural or primed and painted to match decorative detail. Lawrence Brothers, Inc., Dept. SBS, Sterling, Ill.

Write P405 on reply card, page 68.

ELECTRIC HAMMER. Ingersoll-Rand, Dept. SBS, 11 Broadway, N. Y., has introduced a lightweight, powerful electric hammer for maintenance and construction work. Weighing only 12 pounds and 13 ounces, the tool drills holes in concrete up to $1\frac{1}{2}$ " in diameter, delivering up to 1,900 blows per minute.

Write P406 on reply card, page 68.

CARBIDE SAW BLADES. Mainline carbide-tipped blades for portable and table saws are said to outlast steel blades 50 to 100 times. They will cut most abrasive materials as well as wood. A catalog is offered by the manufacturer, the W. F. Meyers Co., Dept. SBS, Bedford, Ind.

Write P407 on reply card, page 68.

WORK SUPPORT. To eliminate the need of a second person to hold the end of long boards during sawing, the Delta work support has been introduced. It features six casters

on a "head," with adjustable stand to suit any work height. Delta Power Tool Division, Rockwell Manufacturing Co., Dept. SBS, 452 North Lexington Avenue, Pittsburgh 8, Pa.

Write P408 on reply card, page 68.

WARM TOWEL RACK. The Warm-Dri towel rack has the appearance of an ordinary rack, but contains a 50-watt heating element that provides just enough heat to make towels comfortably warm without discomfort for hands. Bars and end brackets are fashioned of solid brass, chromium-plated. Hall-Mack Co., Dept. SBS, 1380 W. Washington Boulevard, Los Angeles, Calif.

Write P409 on reply card, page 68.

ROOM COOLER. The model SR Remotaire is a wall-hung room air-conditioner with outside grille. It is designed to provide individual control of temperature in each room. Cooling is supplied by a self-contained, air-cooled refrigeration circuit in each unit. Plumbing and Heating Division, American Radiator and Standard Sanitary Corp., Dept. SBS, Pittsburgh 30, Pa.

Write P410 on reply card, page 68.

DO YOU WANT more information on any of these new products? Mail the reply card on page 68. Fill in the product number shown with item.

LADDER SAFETY ATTACHMENT. The Safety-Level attaches to the bottom of a ladder and adjusts it to any terrain hydraulically. When the valve is open, under the bottom rung, the ladder levels itself, and the valve closes. The Safety-Level comes with safety-grip feet, which are used on rubber pads for smooth surfaces or with spikes for loose ground. Eden Enterprises, Inc., Dept. SBS, 200 East Eden Place, Milwaukee 7, Wis.

Write P411 on reply card, page 68.

UTILITY PUMP. A self-priming centrifugal utility pump that can be carried from place to place as easily as a suitcase is announced by Goulds Pumps, Inc., Dept. SBS, 14 Black Brook Road, Seneca Falls, N. Y. The unit is capable of handling capacities up to 85 gallons per minute with a suction up to 25'.

Write P412 on reply card, page 68.

POWER BRUSH CUTTER. The Senior model Southworth power brush cutter is said to do the work

of eight men using brush hooks or scythes in clearing out grass, weeds, brush, and even trees up to 10" in diameter. Light in weight, the machine fits on the operator's back, leaving both hands free for work. Write Southworth Machine Co., Dept. SBS, Portland, Me.

Write P413 on reply card, page 68.

COUNTERSINK DRILL. The Screw-Fast is an adjustable pilot and countersink drill, designed to prevent wood-splitting, tearing of slots, or stripped threads. It duplicates the form of the screw, showing exactly how deep to bore in preparation for screws. Write Durabilt Metal Products Co., Dept. SBS, 709 Sip Street, Union City, N. J.

Write P414 on reply card, page 68.

FIBER FORMS FOR CONCRETE. Deltube fiber forms for round concrete columns are engineered with a special plastic lining for immediate release when forms are "peeled" off. This guarantees a smooth surface. The body of the tube is made of plies of long-jute fiber kraft. Write Delta Co., Dept. SBS, 333 West 24th Place, Chicago, Ill.

Write P415 on reply card, page 68.

IMPROVED DISHWASHER. The Waste King automatic dishwasher now features a dozen superior qualities. Among these are high-pressure pre-washing rinse that eliminates hand pre-rinsing; individual control over each washing and drying phase as well as automatic operation; drying that keeps moisture out of kitchen; ultra-quiet operation due to rubber mounting. Write Given Manufacturing Co., Dept. SBS, 3301 Fruitland Avenue, Los Angeles 58, Calif.

Write P416 on reply card, page 68.

'CANISTER' DRAWERS. The Bantam Pantry unit contains clear plastic drawers that take the place of canisters for storing flour, sugar, coffee, and related products. Each drawer pulls out with a handle and contents are poured out through a hole in the top. Measuring $26\frac{1}{2}$ " x $4\frac{1}{2}$ " x $7\frac{1}{2}$ ", the eight-drawer unit bolts under kitchen cabinets. Write Continental Wood Products Corp., Dept. SBS, 351 South Avenue 17, Los Angeles 31, Calif.

Write P417 on reply card, page 68.

RUST-PROOF BOLTS. Hande-Bolts, made in seven popular diameters from $\frac{1}{4}$ " through $\frac{3}{4}$ ", are formed of hot-rolled, cold-drawn steel that can be shaped cold. They feature a continuous N. C. rolled thread. Rust-proofed to a natural finish, Hande-Bolts come in a 2' and 3' lengths. Write Perfection Model Products, Dept. SBS, 4145 Kinzie Street, Chicago 24, Ill.

Write P418 on reply card, page 68.

TOOL HOLDER. Many varied items can be stored or stocked on a wall with the Ram Handle-Holder. Self-adjusting, it holds all handle sizes

from the smallest screwdrivers to the largest brooms. It can be attached to perforated hardboard or installed on the wall. Write Central Rubber Products Co., Inc., Dept. SBS, 821 Broadway, New York 3, N. Y.

Write P419 on reply card, page 58.

'EARLY AMERICAN' HARDWARE. The latest addition to the Ajax line of cabinet hardware is an Early American design in the popular heart shape. All items are available in hammered antique copper, hammered black, and forged-edged, smooth-surface polished brass finishes. Write Ajax Hardware Sales Co., Dept. SBS, 4355 Valley Boulevard, Los Angeles 32, Calif.

Write P420 on reply card, page 58.

ACOUSTIC TILE MASTIC. Roltite is an acoustic tile mastic that allows easy and permanent bonding of square-edged acoustic tile and other fibrous materials to plaster, plasterboard, plywood, smooth concrete, and other dry, structurally-sound surfaces. The mastic sets to a firm mass yet retains its original properties such as resistance to moisture and temperature extremes. Write Midcontinent Adhesive Co., Dept. SBS, Grove City, Ohio.

Write P421 on reply card, page 58.

PLASTIC PANEL DESIGNS. Decorative fiber-glass panels are available in three types, designed by Luis Cardenas. The Pagoda line has silhouettes in color, including natural leaves and butterflies placed in repetitive manner. The Nature line has natural leaves and plant life arranged in a single design. The third line is custom-tailored to the customer's specifications to capture a particular motif of the home or building. Write Glass Laminators, Inc., Dept. SBS, 524 1/2 First Avenue South, Seattle, Wash.

Write P422 on reply card, page 58.

WIRE CUTTER. The Champion DeArment No. 99 dual-range utility cutter has two jaw-capacity ranges. The narrower range handles wire, steel strapping, soft bolts, and soft steel rods. The jaw capacity is increased to accommodate larger material such as lead battery posts, insulated electric wire. Write Champion DeArment Tool Co., Dept. SBS, Meadville, Pa.

Write P423 on reply card, page 58.

POWER TROWELS. A new line of Muller power trowels features four blades instead of the conventional three. Sizes include 24", 29", 34", and 44". The four blades reduce vibration and lateral pull away from the work, which results in operator fatigue. Write Muller Machinery Co., Inc., Dept. SBS, Metuchen, N. J.

Write P424 on reply card, page 58.

DRIVEWAY SEALER. Sylvus driveway topping and sealer is said to be the first such product made with-

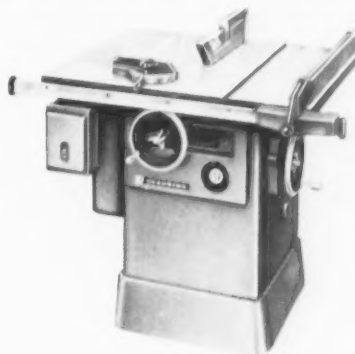
out water, to insure its application under any weather condition. It is used on any hard top surface, whether black top or cement. It also can be used as a Do-It-Yourself patching material. Write Sylvania Chemical Co., Dept. SBS, 8444 Broadway Avenue, Cleveland, Ohio.

Write P425 on reply card, page 58.

PUTTY TOOL. The Glaput putty tool is said to enable anyone to apply putty or glazing compound like a professional. Consisting of two steel members, the tool smooths, forms angles, and miters corners all in a single operation. It is adjustable for use on any steel or wood window. Write Blaco Manufacturing Co., Dept. SBS, 6541 Euclid Avenue, Cleveland 3, Ohio.

Write P426 on reply card, page 58.

TILT-ARBOR SAW. The Clausing 10" heavy-duty tilt-arbor saw offers such features as heavier construction throughout, 3/4" diameter arbor, sealed ball bearings, continuous-duty motors ranging from 1 to 3 HP, miter gauge keyed to prevent falling from



front of table, tilt dial that makes settings accurate to fractions of a degree. Catalog available from Clausing Division, Atlas Press Co., Dept. SBS, 28015 North Pitcher Street, Kalamazoo, Mich.

Write P427 on reply card, page 58.

NEW PLASTIC PATTERNS. General Electric's Textolite plastic laminated surfacing material now comes in two new patterns — Heyday and Crackle. They are made in six colors keyed to G-E colored appliances. Both patterns also are available in dinette sets and Monotop counter tops with back splash and curved front slip. Write General Electric, Chemical and Metallurgical Division, Dept. SBS, Pittsfield, Mass.

Write P428 on reply card, page 58.

BIRCH PANELING. Savannah birch paneling in random widths has been added to the paneling line of the Georgia-Pacific Corp., Dept. SBS, 270 Park Avenue, New York 17, N. Y. In widths of 6", 8", 10", and 12", the 8' high planks are packaged to panel 96 square feet of wall. A clip application system simplifies installation, eliminating nails. The

panels are prefinished and waxed.

Write P429 on reply card, page 58.

WALL HEATER. The Marviray radiant electric heater utilizes the heat emitting properties of anodized aluminum. It incorporates not only a thermostat but a pilot light that glows whenever the unit is on. The line includes recessed and surface models. Marviray, Inc., Dept. SBS, 54 Clifton Street, Newark 5, N. J.

Write P430 on reply card, page 58.

ACTIVATES SEPTIC TANKS. Sept-X eliminates sluggish septic tanks. In liquid form, it is used periodically to clear and activate septic tanks, cesspools, and drain fields. Rotoo Corp., Dept. SBS, 17319 Wyoming Avenue, Detroit 21, Mich.

Write P431 on reply card, page 58.

METAL PLATING SPRAY. Sapolin U-Spray-It gold-leaf-effect and chromium-effect enamels are said to be "like metal plating sprayed from a can." These metallic sprays give a smooth, even finish on both bare and worn surfaces. They are applied to interior metal, wood, glass, plaster, paper, and other products. Sapolin Paints Inc., Dept. SBS, 229 East 42nd Street, New York 17, N. Y.

Write P432 on reply card, page 58.

INSULATING SIDING. Thermo-EtchStone is an insulating siding that simulates real stone. Deep-set texturing gives the product a third-dimension appearance, and random coloring avoids "patterning." The design also hides the vertical joints. Globe Siding Products Co., Dept. SBS, 2207 Schrage Avenue, Whiting, Ind.

Write P433 on reply card, page 58.

MEDICINE CABINET. Future-Lite is a medicine cabinet with a fluorescent tube lighting fixture built into the top. It provides glareless illumination where it is needed most. The cabinet features a swinging mirrored door and adjustable shelves. Write General Cabinet Corp., Dept. SBS, 1809 West Thomas Street, Chicago 22, Ill.

Write P434 on reply card, page 58.

SHUTTER LOCKS. Two new designs in window shutter locks, made in ornamental cast iron, are called "shutter hold-backs" by the manufacturer. The two patterns are Grape or Morning Glory. They fulfill their purposes on shutters that really work. Write Tennessee Fabricating Co., Dept. SBS, 1490 Grimes, Memphis, Tenn.

Write P435 on reply card, page 58.

PERIMETER HEATING. Crystalvector electric perimeter heating systems combine radiant and convective principles in a baseboard unit. Wafer-thin panels require little space, come in lengths of 4', and are rated at 1,000 watts. Crystalheat Co., Dept. SBS, 14761 Keswick Street, Van Nuys, Calif.

Write P436 on reply card, page 58.

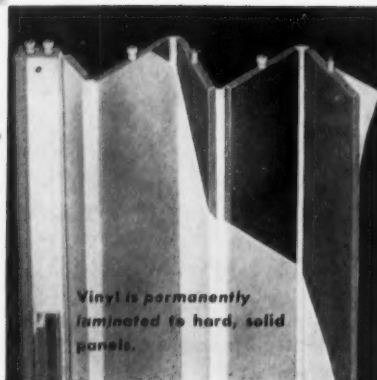
the newest
outstanding
Grant
product
development



the **Grant** folding door

A REAL DOOR THAT FOLDS!

styled by Paul McCobb



features

Solid Panels: The solid panel construction of this Grant door is a revolutionary development in a folding door at moderate price. The *Grant Folding Door* has crisp, clean lines, blocks sound, hangs rigid without billows or rustle. Knock on it. It sounds and feels like a door.

Space Saving: Frees an average of 14 square feet of floor space (19 square feet of wall space) for living space, better arrangement of furnishings.

Durable — Easy to Maintain: Vinyl surface can be wiped with a damp cloth — scrubbed if necessary. Tough and long-wearing, resists scuffing, color is permanent.

Easy Installation: Only a screwdriver is needed to install the *Grant Folding Door* in standard door openings in minutes. Readily adaptable to non-standard openings.

Decorative Flexibility: Color styled to harmonize with modern or traditional furnishings. Attractive design of handles, track and other details, also specially styled by famous Paul McCobb.

▶ Ask for your copy of fully descriptive specifications booklet, the swatch book showing the attractive colors available and texture of the non-scuffing vinyl finish.

the **Grant** folding door

"A REAL DOOR THAT FOLDS"

Grant Pulley and Hardware Corporation
31-43 Whitestone Pkwy., Flushing 54, N. Y.
944 Long Beach Avenue, Los Angeles 31, Calif.

Other Grant Products:
Sliding Door Hardware • Drawer Slides
Drapery Hardware • Sliding Door Pocket Frames
Sheaves and Tracks • Pulls • Industrial Slides



Helpful Booklets FREE!

On this and the following pages is an excellent selection of literature on new Building Materials and Products. For free copies of the helpful booklets offered, just fill in and return the handy reply card below.

G-1. ALUMINUM SCREEN. Three Con-wire products — Burns aluminum tension screens, full-frame screens, and screen cloth — are described in an envelope-size folder. Catalog sheet shows advantages of the aluminum frame unit. Consolidated Wire Products Co., Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

F-1. ALUMINUM SCREENS, EXTRU-SIONS. Loxgreen catalog pictures and describes aluminum tension screens, aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easily screens are installed by mechanic or home-owner. Loxgreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

F-2. GLASS DOORS, ENCLOSURES. Two brochures cover Patio Magic aluminum glass sliding doors and Shower Magic bath enclosures. Both show attractive installations, list selling points, and give sketches of product details. Daryl Products Corp., Dept. SBS, 7240 Northeast 4th Avenue, Miami, Fla.

E-1. FLUSH DOORS. As a sign of quality, a permanent harmonizing wood plug with the "Mengel Man" symbol now marks the side of each Mengel flush door. A brochure and envelope-size folder are offered to point out this symbol and the quality it assures. The Mengel Co., Dept. SBS, Louisville 1, Ky.

D-1. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given for strip shingles in various shapes, individual shingles, asbestos-cement sidings, insulation products, built-up and roll roofing and accessories. Flintkote Co.,

Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

D-2. DECORATIVE DOORS, WIN-DOWS. Rimco Styldors — doors with panel designs for originality in painting — are described in a consumer folder and catalog sheet. Uni-Vent and Uni-View operating and fixed-light window units are shown in a folder and brochure, which also show various stacking combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

D-3. D-I-Y FURNITURE LEGS. Catalog sheet pictures simple method of attaching Peg-Leg wooden legs to Do-It-Yourself furniture. It shows various sizes, with or without brass tips. Perry Furniture Co., Dept. SBS, 507 Monroe Ave., Grand Rapids, Mich.

D-4. ASBESTOS - CEMENT PROD-UCTS. Complete selection of brochures, folders, and envelope stuffers —several in full color—show Century No. 5 asbestos-cement roofing singles; Apac all-purpose asbestos - cement board; Linabestos and Sheetflexos wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

D-5. PANEL WINDOW BROCHURE shows how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units and their simplified installation. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

C-3. SLIDING GLASS DOORS. Two-color brochure shows details of the installation and operation of Crystal-

Vue sliding glass doors. It tells how the aluminum frames have a special bright "Chromalum" finish and how the rubber channel assures weather-tight closing. Crystal-Vue Sliding Door Manufacturing Co., Dept. SBS, 3498 N. W. 7th Street, Miami, Fla.

C-4. ASBESTOS SIDING, ASPHALT ROOF. Two full-color consumer fold-ers show Ruberoid color-grained Auto-claved asbestos siding and asbestos shake siding. Both show all colors available and list selling points. A third full-color folder shows colors of Rub-eroid asphalt shingles with wind-proof "Lok-Tab" application. Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

B-2. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. Pictures show how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

B-3. PLASTIC STRUCTURAL PAN-ELS. Filon reinforced fiber-glass and nylon plastic panels, their uses, and application methods are described in a profusely illustrated folder for archi-tects and builders. It suggests many uses. Consumer folders on "How to Build with Filon" and ideas for build-ing patios also are offered. Filon Plas-tics Corp., Dept. SBS, 55 Marietta Street N. W., Atlanta 3, Ga.

B-4. SHUTTER PANELS. Catalog No. 156 shows sizes of panels and opening widths for Fit 'n' Finish shutters. These are used in windows, doors, and for interior decoration. Sam A. Wing Co., Inc., Dept. SBS, 5039 Willis Avenue, Dallas 6, Tex.

**For more
information**

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HELPFUL BOOKLETS FREE!

B-5. PLASTIC COMPOUNDS. Armstrong glazing, sealing, and caulking compounds and adhesives are shown in colorful catalog sheets. They explain superior qualities of these elastic, plastic compounds. Armstrong Co., Dept. SBS, 1001 East 103rd Street, Chicago 28, Ill.

B-7. WINDOW CATALOG. Hope's line of products for light construction is pictured in a 1956 catalog. It covers basement sash, casings, doors, inside-outside trim, installation details, picture windows, ranch-type windows, redwood surrounds, residence casements, storm sash, and utility windows. Hope's Windows, Inc., Dept. SBS, Jamestown, N. Y.

B-9. WESTERN PINE SOURCES, USES. The 1956 Directory of Membership of the Western Pine Assn. lists by states some 375 member mills with their species handled and major products. Two full-color consumer folders show attractive installations of pine paneling in homes. Western Pine Assn., Dept. SBS, Yeon Building, Portland, Ore.

B-10. INSULATING GLASS. Thermopane insulating glass catalog gives charts and other technical data on the insulating properties of this double and triple glass with hermetically sealed air space. It shows formulas for calculating fuel savings and savings in cooling loads, for both standard and heat-absorbing Thermopane. Separate pocket-size folder shows Thermopane sizes. Libbey-Owens-Ford Glass Co., Dept. SBS, Toledo 3, Ohio.

B-13. INCINERATORS. Donley incinerators for homes, apartments, institutions, commercial buildings, and industrial plants are shown in a new catalog. Complete technical data is given for each type. It covers flue-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

B-14. TENSION SCREENS. New sales manual gives the dealer ammunition with which to sell screens. It outlines 22 reasons for using Tension-tite tension screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

B-15. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet explaining methods and advantages of protecting lumber with paper for shipping, storage, and sales. It includes a section on packaging by the dealer, when lumber is received from a boxcar. American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

B-18. WALLBOARDS. Literature is offered describing Plastergon's complete lines of laminated fiber wallboards, along with Lockaire Paintco interior and Asphaltic sheathing insulating boards. Free samples offered. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

B-19. PANEL WINDOW UNIT. The Zuber Beaufort-Vue panel window unit is described in a two-color folder. Sketches show how this ponderosa pine toxic-treated unit can be used singly, in groups, ribbons, and stacks. The folder also gives sales advantages of Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

B-20. PLYWOOD PANELING. "Harbor Plywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure with photographs of installations of Harborite lapped siding, grooved panels, smooth panels, and Super Harbor select cabinet panels. A consumer folder shows installations of Harborwave brushed plywood for paneling and cabinets. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

B-21. ALUMINUM WINDOWS. Alenco aluminum windows with either a fixed upper sash or double-hung sash are described in a brochure. Complete specifications and selling points are given. Photographs show attractive installations. Albritton Engineering Corp., Dept. SBS, 2501 Wroxtton Road, Houston 5, Tex.

B-23. PIPE INSTALLATION. "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg

fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

B-24. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.

B-26. CONCEALED SASH BALANCE. The Hidelift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.

B-28. WINDOW SASH BALANCES. Full catalog, which appears in *Sweet's Architectural File*, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

B-32. STAMPED METAL SHAPES. Booklet describes Campeo's complete metal stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., Dept. SBS, P. O. Box 3636, Charlotte, N. C.

B-33. MASONRY WALL REINFORCEMENT. Bulletin shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

B-34. PLASTIC-FINISHED PANELS. Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Wood-panel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

B-35. LOCKSETS, HARDWARE. "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS, 211 N. Madison Avenue, Los Angeles 4, Calif.

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B-37. EXTERIOR PLYWOOD. "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

B-39. METAL MOLDINGS. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

B-43. FARM BOOK. Sixteen-page book shows uses of Celotex products in service buildings and the home. Fully illustrated, it includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

G-2. ENTRANCE DOOR DESIGNS. Visador catalog pictures 16 different light designs for insertion in flush doors. The units are prefabricated and easily installed. Doors also are easily converted to louver doors with insertion of louver units. Visador Co., Dept. SBS, P. O. Box 10312, Dallas, Tex.

G-3. AWNINGS AND CARPORTS. Literature is available on SeaView's Flair awnings of aluminum and fiberglass. These awnings can be lowered from the usual shade position to fit tightly over the window frame as protection in windstorms and hurricanes.

Other literature describes KD carports of aluminum and steel, made by the Markee Corp., a SeaView subsidiary. SeaView Industries, Inc., Dept. SBS, Box 397, Miami 48, Fla.

G-4. WOOD AWNING WINDOW. The Woodco E-Zee Loc wood awning window is presented in a catalog for dealers, architects, builders, and homeowners. A technical section shows various window layouts and design data. Photographs show typical installations. Woodco Corp., Dept. SBS, Box 31, North Bergen, N. J.

B-44. LAMINATED PANELS. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plankweld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., Dept. SBS, 55 West 44th St., N. Y. 36, N. Y.

B-45. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. Much helpful data for buyers of cement are offered, including ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 60 East 42nd Street, New York 17, N. Y.

F-3. AWNING WINDOW, JALOUSIES. Catalog sheets tell advantages of Look aluminum awning windows and 4" louver jalousies. Windows come in both standard and modular sizes, assembled or KD, glazed or unglazed. Jalousies are completely weather-

stripped. Dodge Window Corp., Dept. SBS, 249 Spring Street, S.W., Atlanta, Ga.

B-41. PAINT THINNER. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Julian St., Savannah, Ga.

I-1. WINDOW AND CASING. Two consumer brochures describe the Altex Carolina aluminum vertical glide window unit and the Altex Alum-A-Wood combination aluminum and wood casing for flange-type windows. Specifications and detailed sketches show the advantages of both products. Altex Engineering Co., Dept. SBS, 120 Industrial Road, Summerville, S. C.

C-1. ALUMINUM PRODUCTS. Four consumer folders describe Wepco all-aluminum adjustable window awnings; Triple-Track extruded combination double-hung windows; Duo-Dor aluminum combination storm-screen door, and the Duo-Dor's "Kangaroo" self-storing compartment that changes for summer or winter use. Weather-Proof Co., Dept. SBS, 1407 East 40th Street, Cleveland 3, Ohio.

I-2. FREE HOME PLAN BOOK. Fifty-four plans of homes already built and proved popular are offered in "Home Plans for Better Living." It is offered free by the Small Homes Plan Service, Dept. SBS, 732 West Peachtree Street N. W., Atlanta 8, Ga., when requested on company letterhead.

MANUFACTURERS AND WHOLESALERS OF WINDOW UNITS

build these plus-value screens *yourself!*



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ADD BEAUTY
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Cut your Costs by buying materials and hardware direct from the manufacturer at mill prices

Speed your Deliveries of window units by coordinating screen and window production—on special as well as standard sizes

Reduce your Inventory by quickly producing all sizes of screens from a minimum

Uni-Temp Service to you
is FAST . . . COMPLETE

You can depend on fast shipment from our complete stocks of every item you need. We'll help you set up operations and train your employees, too. Write for details and 1956 Parts Catalog.

stock of materials and parts—no need to carry large stocks of completed screens

Eliminate Delays caused by damaged or lost shipments

You take *all* the profits when you custom-build top quality Uni-Temp screens at about the cost of common wood screens. No big investment or skill required—use day labor and simple equipment.

UNI-TEMP[®]

PRODUCTS, INC.

McPHERSON 1, KANSAS

Send me your 1956 Parts Catalog and details of your proposal. We are () are not () building aluminum screens at present.

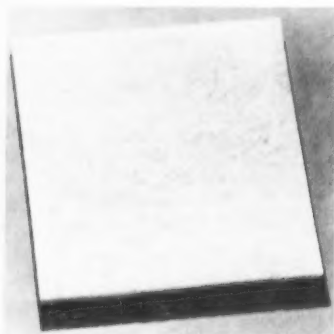
NAME

ADDRESS

CITY AND STATE

PRODUCT PARADE

ACOUSTICAL TILE



A non-combustible acoustical tile with the appearance of a monolithic ceiling plaster has been announced by the Owens-Corning Fiberglas Corp., Dept. SBS, Toledo 1, Ohio.

Called Fresco tile, it gives the appearance of a monolithic ceiling when installed, yet has all the noise-reduction qualities of other Fiberglas acoustical products. It is especially suitable for houses, where it is desirable to get away from the commercial look of certain other acoustical tile designs.

Fresco comes in a 12" square size and in a 12" x 24" size with butt joints.

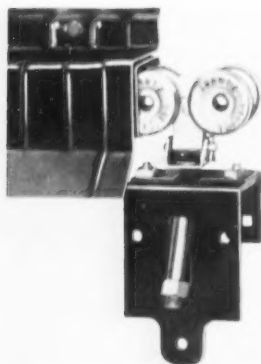
Write P437 on reply card, page 68.

SLIDING DOOR HARDWARE

A new design in hanger and covered trolley track for sliding doors weighing up to 350 pounds is announced by the Frantz Manufacturing Co., Dept. SBS, Sterling, Ill.

The No. 66 hanger features pressed-steel wheels, with roller bearings for smooth operations. The hanger permits vertical and lateral adjustments.

The No. 109 track has interlock



joints for precise alignment. No brackets are needed. The lifetime cover is storm-proof and bird-proof.

Write P438 on reply card, page 68.

FOLD DOOR HARDWARE

A line of aluminum hardware for sliding-folding interior door units of wood or other decorative materials has been introduced by the American Screen Products Co., Dept. SBS, 807 N. W. 20th Street, Miami, Fla.

Called the Har-Vey Slide-a-Fold door hardware, the unit provides for pairs of single-fold panels of any height from cabinet size to floor-to-ceiling room dividers. Assemblies accommodate door openings 3', 4', and 5' wide.

Write P439 on reply card, page 68.



assures quiet door closing and can be painted without hardening or cracking.

Write P441 on reply card, page 68.

CABINET HARDWARE



The I-XL Furniture Co., Dept. SBS, 67 West Division Street, Chicago 10, Ill., announces a style in kitchen cabinet hardware to harmonize with any decor — modern, traditional, early American.

Called "Patrician," the hardware features a modified sculptured French curve design. The handles and hinges have a brushed bronze finish. They are available on I-XL's Birch-Lure line of kitchen cabinets at no extra cost.

Write P440 on reply card, page 68.

VERSATILE WEATHERSTRIP

Foamflex doorstrip is a vinyl foam rubber and wood product that is tacked to door frames for permanent weatherstripping. It is made by the J. W. Mortell Co., Dept. SBS, Kankakee, Ill.

The product consists of a specially-developed, closed-cell, water-resistant foam rubber permanently bonded to the edge of a 1/4" x 3/8" beveled clear wood molding that becomes an integral part of the frame. Foamflex

BUILT-IN WALL HEATER

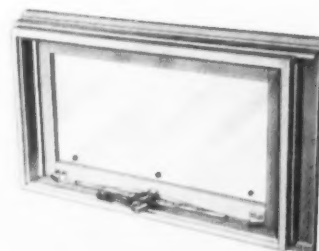
The Chromalox built-in, fan-driven electric heater packs a large heating capacity into small space. It is made by the Edwin L. Wiegand Co., Dept. SBS, 7500 Thomas Boulevard, Pittsburgh 8, Pa.

The unit is easily installed in new or existing homes, in a space approximately 20" high by 14" wide. The metal-sheathed, finned heating elements are moisture-proof, sag-proof, and shock-proof.

Four wattage outputs are available: 1,500; 2,000; 3,000; and 4,000 watts. A built-in adjustable thermostat maintains temperature selected between 55 and 85 degrees.

Write P442 on reply card, page 68.

TIGHT WINDOW LOCK



The Lever Lock has special arm extensions which hook the window sash and pull it tight at both ends, as well as in the center, to assure permanent shape retention of the window and weather seal for awning-type windows. This scissors-type operator is made by the Hardware



WITH THE *Rock Island*
UNI-VENT
 and
UNI-VIEW
 AWNING — HOPPER — STATIONARY

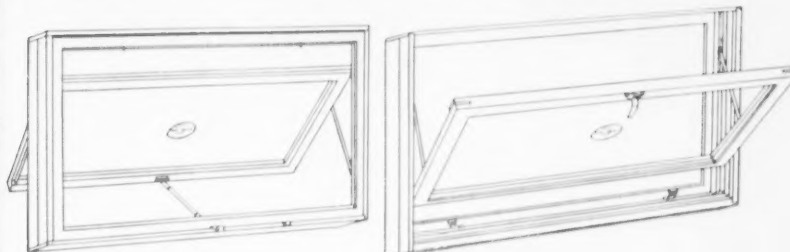
Manufacturers of:

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- Utility Units —
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- Screened Goods

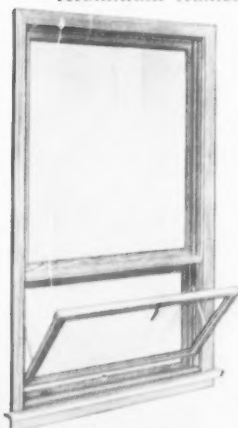


Inside view of partially opened Uni-Vent AWNING Unit

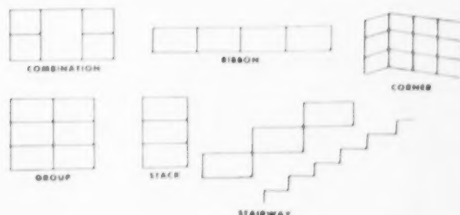
Inside view of partially opened Uni-Vent HOPPER Unit

These popular-priced PONDEROSA PINE WOOD UNITS create a pleasant spaciousness in modern living comfort. Custom-Styled hardware has a deep-bronze finish — Hinges are cadmium coated for all weather operating ease. All wood parts are toxic, water-repellent treated to insure longer life.

ANODIZED ALUMINUM WEATHERSTRIP applied. Screens and Storm Panels are easy to remove from the inside. Screen wired 18x14 Mesh Aluminum installed on all Operating Units; Aluminum framed Storm Panels installed on ALL Units.



Uni-View above Hopper below



All units factory assembled — PACKED ONE COMPLETE IN EACH CARTON for clean, easy handling. Full size range.

IF Uni-Vent and Uni-View Units are not available from your distributor, WRITE OR CALL US FOR INFORMATION. Colorful consumer literature, newspaper mats and dealer helps available



Rock Island

Another Quality Product of the

MILLWORK COMPANY

ROCK ISLAND,

Factory Division

ILLINOIS

Division, Truth Tool Co., Dept. SBS, Mankato, Minn.

A single movement of one lever opens, closes, and tightly locks the sash. A patented cam action in the operator provides the power that transmits even a slight motion on the lever into instant action. The lever itself extends only six inches.

Four models are made — with one-, two-, three-, and four-point pull-in.

Write P443 on reply card, page 68.

3-D EFFECT PANELING

A process of burnishing and brushing to leave a "grained" effect on interior wall paneling is the result of research in use of multiple tone-on-tone colors for a three-dimensional finish. This effect is characteristic of "Hi-Grane" yellow pine and "Pli-Grane" plywood, made by the Hi-Grane Board Co., Dept. SBS, P. O. Box 7013, Fort Worth 11, Texas.

Both products have a silk-smooth finish and offer exceptional long-lasting qualities. Panels are easily applied by professionals or the Do-It-Yourself handyman.

Hi-Grane comes in six colors, plus natural grain. Pli-Grane plywood is

made in 12 colors and natural grain. Trim to match every color is available.

Write P444 on reply card, page 68.

VENTILATING FANS



The Norky Manufacturing Corp., Dept. SBS, P. O. Box 669, Covington, Ky., has developed a mounting arrangement for its line of ceiling fans that greatly decreases noise.

The compression-type, spring mounting makes installation easier and simplifies insulating the shutter in winter and any necessary serv-

icing. Blades and motor are more accessible with the fan in a standing position.

Norky also makes a line of wall-type fans and such accessories as ceiling and wall shutters and time switches.

Write P445 on reply card, page 68.

METAL WEATHERSTRIP

Zegers Dura-Glide is a new metal weatherstrip for use in horizontal removable sliding wood windows. It is made by Zegers, Inc., Dept. SBS, 8090 South Chicago Avenue, Chicago 17, Ill.

The weatherstrip consists of an aluminum headstrip backed by TK-35, a pliable material that permits easy removal of the window; aluminum sill strip for positive sliding action through weather protection; and aluminum weatherstrips for all vertical sections.

Write P446 on reply card, page 68.

COMBINATION LOCK, PULL

A combination door lock and pull, designed for quick and simple installation, is announced by the Challenger Lock Co., Dept. SBS, 4865



TRINITY WHITE

Whitest in the bag... whitest in the mix... whitest in the completed job. Sell Trinity White Cement for architectural concrete units; terrazzo; stucco; light reflection—wherever a whiter white or purer colors are desired

A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles

As white as snow





Sanite City Strongbarn
galvanized, corrugated
steel.



QSM Roll On cross
corrugated aluminum rolls,
the fast, easy way to
metal proof with main-
tenance-free aluminum.



Building Shapes and Roof
Edges, designed and made
by Kelley to do the job as
easily and as economically
as possible.



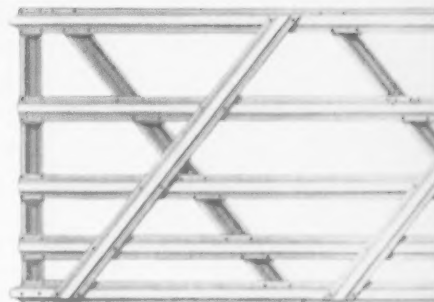
Builders' products from
Kelley include all the steel
you need: metal lath, nails,
gutters, tin caps, etc.

KELLEY



ALCOA ALUMINUM FARM GATE

**NO SAGGING
LIGHTWEIGHT
HIGH STRENGTH
CROSS BRACED
NO MAINTENANCE**



Alcoa farm gates are built to aircraft standards. The high strength panels are made of extra strong, corrosion-resistant aluminum alloy. The riveting throughout is to the highest standards of the aircraft industry. This light weight gate, weighing only 43 pounds, will absolutely neither sag nor twist. You'll be helping your customers by stocking and selling the Alcoa farm gate.

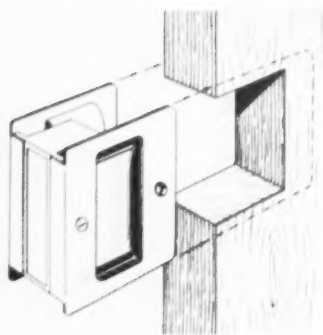
Kelley

MANUFACTURING COMPANY

4800 CLINTON DRIVE — HOUSTON

319 Peden St. — San Antonio

9100 Ambassador Row — Brook Hollow Industrial District — Dallas



Exposition, Los Angeles, Calif.

The combination unit is said to save up to 80 per cent of normal installation time. It is available in either non-locking pulls for passage-way doors, or in various combinations of privacy locks. The lock for bathroom and bedroom doors has a turnbutton on one side and an emergency release on the other.

All units are reversible and adjustable to fit any door ranging from 1 3/8" to 1 3/4" in thickness.

Write P447 on reply card, page 68.

ALUMINUM SCREEN DOOR

The Dixie Liner extruded-aluminum screen door is a sturdy unit designed for extra long life and hard wear. It is made by Stephen Laurie of Virginia, Inc., Dept. SBS, P. O. Box 2441, Roanoke, Va.

The door features an embossed aluminum kick panel, held in position with a vinyl plastic spline.

The wire in the doors is 14 x 18



mesh aluminum, complying with U. S. Department of Commerce commercial standards.

The Dixie Liner also is available

in a knock-down model, for assembly by dealers or builders.

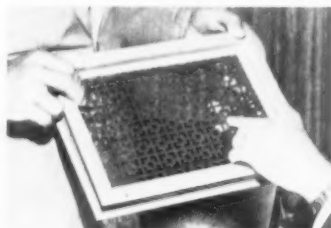
A handy, compact display unit is available to hold the door upright.

Write P448 on reply card, page 68.

VENTILATING GRILLE

The Visador Co., Dept. SBS, P. O. Box 10312, Dallas, Tex., has developed a metal-cane insert ventilating grille in prefabricated frame for use in 1 3/8" or 1 3/4" closet, heater, and utility-room doors. A thickness for cabinet or pantry doors also is obtainable.

Moldings of gum, beech, oak, and mahogany match the regular line of



Visador prefabricated door lights and louvers.

The metal-cane inserts are perforated 22-gauge steel providing 45% free air space. Low in cost, the grilles are said to be installed within five minutes, including door-cutting.

Write P449 on reply card, page 68.

LOWER-COST PLYWOOD

The Harbor Plywood Corp., Dept. SBS, Aberdeen, Wash., has started manufacture of Harborite overlaid fir plywood in a new low-cost grade — designated "Special" Harborite.

Special Harborite, with a special purpose core, comes with overlays on one or two sides. The resin-impregnated overlaid face, permanently fused to the core, has the same super-resistance to wear, weather, and water as Harborite Super-grade.

Special Harborite is particularly suitable for soffits, gable ends, lapped siding, flat siding, outside storage space, fence panels, roof coverings, garage doors.

Write P450 on reply card, page 68.

CEDAR-SHAKE PACKAGE

The Perma Products Co., Dept. SBS, 20310 Kinsman Road, Cleveland 22, Ohio, offers a package containing its Shakertown Glumac shakes, matching-color nails, and "Jiffy Corners."

The Shakertown Glumac units are selected cedar shakes bonded to asphalt-impregnated insulation board to form a panel 46 1/4" long.

The annular-threaded nails will

not pull out of the sheathing or nailing strips. "Jiffy Corners" also come in matching colors and make a tight, clean fit on all outside corners.

Write P451 on reply card, page 68.

JELLED PAINTS

The jelled process has been applied to paints with a rubber base by the American-Marietta Co., Dept. SBS, 101 East Ontario Street, Chicago 11, Ill. Its new product with this feature is called Rev Satin Jelled Latex.

Unlike previous latex-base paints, this paint requires no stirring. There is no dripping, making it ideal for the Do-It-Yourself market in painting ceilings. Smoothness is assured because the paint is homogenized.

The new paint comes in a wide variety of colors. It is applied with brush or roller.

Write P452 on reply card, page 68.

WINDOW AND CASING

Woven pile weatherseal and nylon sash guides assure complete weather protection and extremely smooth, noiseless operation of the aluminum vertical glide window made by the Altex Engineering Co., Dept. SBS, 120 Industrial Road, Summerville, S. C.

Removal of the lower sash permits easy cleaning from the inside. Picture windows to complement the sliding units are available to take either single or double insulating glazing.

The Altex Alum-A-Wood combination casing for flange-type windows features aluminum on the exterior where it is most affected by the elements, and to eliminate painting forever. A generous weathering flange overlaps the wall sheathing.

Write P453 on reply card, page 68.



*"Always specified
for our houses"*



MR. RUDOLPH O. TRONES

... Rudolph O. Trones & Son, Minneapolis, Minnesota,
builders of these exclusive homes always specify Curtis
Silentite windows.



Typical of the \$24,000 to \$35,000 houses Rudolph O. Trones & Son have been building in Minneapolis for the past three years



MR. J. H. KILGORE

... J. H. Kilgore Lumber Company,
Hopkins, Minnesota, the dealer
furnishing Curtis Silentite windows
for Trones & Son projects says,
"We have found that building our
sales story around Curtis Silentite
windows does more than anything
else to keep the job on a less com-
petitive basis."

COMPLETE WINDOW UNITS

equipped with **MONARCH METAL WEATHERSTRIP**

"When building homes in the \$24,000 to \$35,000 price range as we have during the past three years, weather protection, ease of operation and economy are important and extremely effective selling points. That's why we always specify Curtis Silentite windows."

In addition to recognizing the important sales features of complete window units equipped with Monarch Weatherstrip, builders, dealers, and jobbers everywhere have proved that eliminating on-site assembly reduces wasted materials, costly dealer handling, and profit-cutting inventories. The owner, too, gets more for his money through sounder construction.

Published in the interest of better
and more economical building con-
struction.

Ask Your Millwork Jobber For Complete Details

Monarch[®]

METAL WEATHERSTRIP CORPORATION

6343 ETZEL AVE. • ST. LOUIS 10, MO.

MANUFACTURER NEWS

SLIDELL, LA.: Frank J. Theobald has been appointed representative for the **Reardon Co.** in Louisiana and parts of Arkansas and Mississippi. He will handle sales of Reardon's water-base paints and related products.

MIAMI, FLA.: The **Truscon Division** of the Republic Steel Corp. has

leased a plant at Hialeah for five years. Part of the space will be used for Truscon's window-manufacturing operations and the rest for office space.

LOUISVILLE, KY.: The Wood-Mosaic Corp. recently announced the election of Joseph K. Detrick as president of its subsidiary, **Parkway,**

Inc. Detrick, who is a vice-president of the Wood-Mosaic Co., another subsidiary, also was elected a director of the Wood-Mosaic Corp.

ATLANTA, GA.: H. E. Hicks, regional general manager for the **Reynolds Metals Co.**, has announced the appointment of two new salesmen for Reynolds windows. Fred W. Haunsz will cover Georgia and Florida from his home in Fort Lauderdale. John L. Holtman, Richmond, Va., has the territory that comprises Virginia, North Carolina, and South Carolina.

ST. PAUL, MINN.: Donald R. Wagner has been appointed sales and promotion manager for the **Maendler Brush Manufacturing Co.** here. He formerly was sales manager for the Archer-Daniels-Midland Co.

ST. PETERSBURG, FLA.: Harold B. Bostwick has been appointed manufacturer's representative in Florida for the **Ideal Brass Works, Inc.** This St. Paul, Minn., firm produces the Ideal line of special builders hardware, including stainless steel hinges, door chains, and door closers.

MIAMI, FLA.: The **Adams Engineering Co.**, producer of ABC aluminum products, has installed a new 50,000-pound aging furnace that "bakes" aluminum to make it stronger. Said to be the largest of its type in the South, the furnace will increase Adams' production potential from 120,000 to 320,000 pounds.

BELOIT, WIS.: C. K. Olson Jr. has been made a vice-president of the **Yates-American Machine Co.** He also was promoted to director of sales of all products, including Head and Knife, power tools, and heavy wood-working equipment.

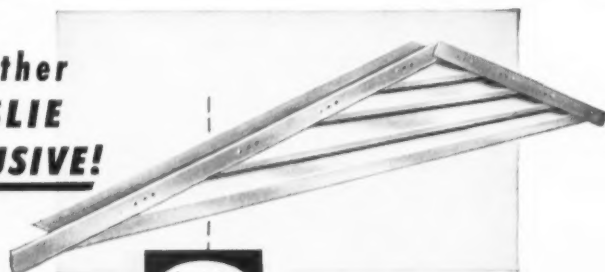
ATLANTA, GA.: John W. McLin has been appointed sales representative in Georgia and Florida for the **Reardon Co.**, makers of water-based paints.

CINCINNATI, OHIO: James A. Costello has been made assistant advertising manager of the **Formica Co.**, makers of decorative laminated plastics.

CAMDEN, N. J.: The **Dow Chemical Co.** has announced the appointment of J. H. Pearce as manager of Styrofoam sales, replacing Robert L. Curtis. With Dow since 1948, Pearce has been sales supervisor for general chemicals for the past five years.

CHICAGO, ILL.: **Silvercote Products, Inc.**, has bought the Bardeen mill at Ostego, Mich., from the Allied

**Another
LESLIE
EXCLUSIVE!**



LESLIE



FIXED LOUVER

for 2/12, 2½/12 or 3/12 PITCH

- One model in four sizes to 140" base
- Can be used at 2/12, 2½/12 or 3/12 pitch
- Aluminum or galvanized steel
- Shipped K-D. Assembled in 7 minutes. Also available factory assembled.

A COMPLETE LINE of Louvers and Ventilators in Aluminum or Galvanized Steel



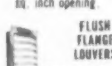
FIXED TRIANGULAR LOUVERS
For 5/12 or 4/12 pitch. Up to 12 ft. base. Rugged, low cost, easily installed.



ROOF VENTS
Patented baffle and drip cap provide easy weather tight installation. 3 sizes to 120 sq. inch opening.



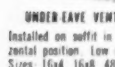
RECESSED FLANGE LOUVERS
Self casing for new construction. Exclusive design features include drip edge and channel frame. Light sizes to 24 wide x 30" high.



FLUSH FLANGE LOUVERS
Rugged, all welded design. 15 sizes to 30" wide x 24" high.



FOUNDATION VENTS
Rugged die cast aluminum. Designed to install in frame or masonry. Size 16" x 8"



UNDER-EAVE VENTS
Installed on soffit in horizontal position. Low cost. Sizes: 16x4, 16x6, 48x8.



ADJUSTABLE LOUVERS
Fit 4, 12 thru 12/12 pitch. 7 sizes to 92" base.

Now - Leslie introduces a completely new idea in louver design - the unique "C" Series Fixed Louver which can be assembled for 2/12, 2½/12 or 3/12 pitch in a few minutes.

Designed for use in contemporary style, the new "C" Series Louver has the structural strength and ease of installation of conventional fixed louvers which fit only one pitch.

Warehousing cost is minimized and stock damage eliminated by the compact (5" x 5" x length) carton used to ship the knocked-down LESLIE "C" Series Louver. If desired, "C" Series Louvers are also available factory assembled.

"C" Series Louvers can be easily assembled to any of these pitches using only a screw driver. Braces to insure rigidity of center of louver are provided in carton, together with sheet metal screws and cut-to-fit screen.

Shipped two louvers per carton, the "C" Series Louver is the versatile answer to a long-standing need for really low pitch louvers at a minimum unit and storage cost.

ALUMINUM Model No.	GALV. STEEL Model No.	OPENING DIMENSIONS AT						FREE AREA* (sq. in.) AT		
		2/12 Base	2/12 Height	2½/12 Base	2½/12 Height	3/12 Base	3/12 Height	2/12	2½/12	3/12
C-4A	C-4	81½"	6¾"	79½"	8¼"	76"	9¾"	57	79	106
C-5A	C-5	101"	8½"	98"	10¼"	95"	12"	106	145	194
C-6A	C-6	120½"	10"	117"	12¼"	114"	14¼"	171	232	309
C-7A	C-7	140"	11½"	136"	14¼"	133"	16¾"	252	340	450

*The net free areas shown hereon allow for every restriction, including the restriction of the 8 mesh screen required by F.H.A.



LESLIE WELDING CO., INC.

2941 West Carroll Avenue Chicago 12, Ill.

Ask your Supplier for Complete details and copies of the LESLIE LOUVERS Catalog



Paper Co. This is the first step in a large expansion program, according to Fred C. Dalley, Silvercote president.

BELLAIRE, TEX.: Thomas W. Johnson has succeeded T. J. Evans as **Masonite** salesman in the Houston area. Johnson formerly was a salesman for the Republic Building Materials Co.

MANSFIELD, OHIO: **Westinghouse** has announced promotions and new job assignments in its major appliance division. W. R. Arbuckle is now manager of the refrigerator-freezer department, replacing S. J. Stephenson who was promoted to manager of the portable appliance division. F. A. Lowery replaced Arbuckle as manager of the water heater and kitchen utilities department. R. P. Brook now manages the range department. W. M. Kline Jr. has been made a director of the newly-created Custom Kitchens department. Under Kline, R. J. Lightcap serves as interior design manager.

ATLANTA, GA.: William A. Brabson has been appointed Georgia sales representative for the **Mastic Tile Corp. of America**.

ALGOMA, WIS.: The **United States Plywood Corp.** has started construction of a new building at its Algoma operation. With an area of 24,000 square feet, the plant will house the plant's final inspection and shipping department. Completion is expected this year.



CARL E. MILLER now calls on dealers, builders, and architects in the South for **Dur-O-Wal Products of Alabama, Inc.** A graduate of Howard College with six years' advertising and sales promotion experience, Miller covers Texas, Arkansas, Louisiana, Kentucky, Tennessee, the Carolinas, Georgia, Florida, Mississippi, and Alabama.

MR. BUILDING SUPPLY DEALER FABRICATE Aluminum SCREENS and DOORS

the easy

Vulco
WAY

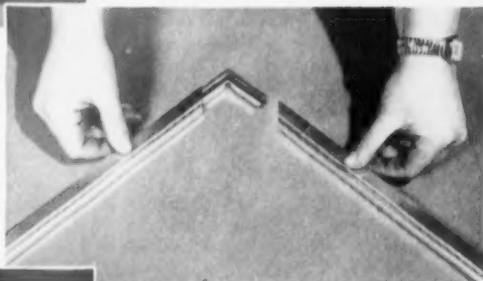
A Few Tools, a Few Component parts ... **VULCO "Know-How"** and **YOU'RE IN BUSINESS!** In slack seasons, switch your idle labor to fabricating **VULCO Aluminum Screens and Doors.**



Simple, electric saw miterers channel correctly, easily and quickly — anyone can become expert after a few tries.



Inserts are easily placed in position and presto! a super-strong corner.



With screen wire in position, roller locks wire in frame; add spline, and window screen or door is complete.

Vulcan will set you up to manufacture Aluminum Screens and Storm Sash of all types, Screen and other doors. **Vulcan** sells no complete units, only material for fabrication.

BUY
FROM



Vulcan
METAL PRODUCTS, Inc.

2801 6th Avenue, South
Birmingham, Ala.

NEVER your COMPETITOR

A LEADER IN THE INDUSTRY SINCE 1945
MEMBER: NATIONAL ASSOCIATION OF MANUFACTURERS

QUALITY GUARANTEED MAIL COUPON TODAY

To: **Vulcan Metal Products, Inc., Dept. 585**
2801 6th Avenue, South
Birmingham, Ala.

Please send me complete information about
VULCAN Quality Products and **VULCAN**
Service. No Obligation.

NAME

ADDRESS

CITY

STATE



ROBERT F. QUINN is new advertising manager of the Philip Carey Manufacturing Co., Cincinnati, Ohio. Quinn previously served as assistant advertising manager of the National Gypsum Co. and as advertising manager of the Pittsburgh-Corning Corp.

PORTLAND, ORE.: Donald H. Durham has joined the trade promotion staff of the **West Coast Lumbermen's Assn.** He has been associated with publishing and printing firms since 1930 and is a former associate editor of *Crow's Pacific Coast Lumber Digest*.

CLEVELAND, OHIO: The **Gibson-Homans Co.** plans to enlarge its production and office facilities through construction of a 25,000-square-foot one-story plant. To be built on the site of the plant destroyed by fire last March, the new plant will produce more protective coatings, mastics, and glazing and caulking compounds. The firm's plans include expansions at Conyers, Ga., and Matawan, N. J., plants.

Kitchen Cabinet Makers Plan October Meeting

The National Institute of Wood Kitchen Cabinets plans to hold its first annual meeting October 2-4, at the Crawford Club House, Crawford Notch, N. H.

Institute Manager Fred Montiegel said a highlight of the meeting will be a review of the group's first year of progress. Plans for the future will be outlined in panel discussions.

At a recent two-day meeting in Washington, D. C., committee members laid the ground work for a stepped-up program of marketing and engineering.

New Masury Division to Serve Texas Area

Masury Paints of Texas, Inc., soon will have a new building in Houston, according to H. Braith Davis, chairman of the board, and Frank P. Connolly, president, of the Baltimore paint firm.

When completed, the 15,000-square-foot building will be the first unit of the Masury Houston plant, situated on a 320-by-275-foot site on West 11th Avenue. The site was purchased from the Southern Pacific Railroad and will be served by a private spur.

A second unit of about the same size will be built adjacent to the first at a later date.

Masury Paints of Texas, Inc., is a division of John W. Masury and Son, Inc., of Baltimore. J. Barry York is president and Glynn F. Martin is vice-president of the new division.

Certain-teed to Sell Texas Insulation Board

The Southern Pine Lumber Co. of Diboll, Tex., and the Certain-teed Products Corp. of Lancaster, Pa., have entered into a 10-year contract for manufacture and distribution of a new Texas product—fiber insulation board.

Southern Pine will produce and Certain-teed has contracted to distribute nationally a line of fiber insulation products, such as sheathing,

roof insulation, acoustical tile, etc., derived from forest waste in a plant to be located at Diboll.

The \$4,000,000 plant will have an annual capacity of 100,000,000 square feet of fiberboard.

Southern Pine last February announced it had merged with the Temple Lumber Co. to bring under one mantle more than 400,000 acres of timberland, two large sawmills, 34 retail building material stores, and a host of forest product activities. Since that time it has added 100,000,000 feet of timber acquired from International Paper Co. and expanded its retail division by 20 per cent. It has announced the fiberboard plant and a multimillion-dollar expansion of its Pineland plant.

Makers of Medicine Cabinets Form Assn.

At a meeting held in Chicago recently, manufacturers formally organized the Medicine Cabinet Manufacturers Assn. Charter members are: Grote Manufacturing Co., Hy-Plane Manufacturing Co., Ideal Cabinet Corp., F. H. Lawson Co., Miami Cabinet Division of the Philip Carey Mfg. Co., National Steel Cabinet Co., the Charles Parker Co., and the Premier-Hall Manufacturing Co.

The purpose of the organization is to adopt and implement a well-rounded program of acceptable association activities, such as promotion of its products, development of recommended standards, etc.



HEAD ATLANTA UNIT OF PRODUCERS COUNCIL

An informative and entertaining calendar of meetings for the Atlanta Chapter of the Producers Council, Inc., has been planned by these officers. From left, they include W. P. D. McDowell of Pittsburgh Plate Glass, immediate past-president; A. L. Dent of the Celotex Corp., new president; Lake B. Crawford of the Owens-Corning Fiberglas Corp., vice-president; and Chester Courtney representing the National Gypsum Co. via Anning Johnson Co., new secretary. This unit of the national association of building products manufacturers usually meets at the Atlanta Athletic Club.

NOW...

Jalousies and awning windows...



built and backed by **TRUSCON**

They're the South's most popular windows... and they're sweeping North.

Now, Truscon—the big name in metal windows—offers a new selling opportunity for dealers everywhere with highest quality, competitively priced Aluminum Awning Windows and Jalousie Windows and Doors.

When you sell these new products, you'll be selling the Truscon name, backed by all the facilities of Republic Steel. You'll be supported by Truscon warehouse service that works full time coast-to-coast. You'll benefit from Truscon's liberal Dealer Co-operative Advertising Program. You'll have Truscon national advertising in leading consumer magazines working for you. You'll have automatic acceptance by builders and the general public.

Get the facts and get in now. Send coupon today.



**TRUSCON STEEL DIVISION
REPUBLIC STEEL**

1050 Albert St.
Youngstown 1, Ohio



A NAME YOU CAN BUILD ON

**TRUSCON STEEL DIVISION
REPUBLIC STEEL**

Dept. C-2436,

1050 Albert St., Youngstown 1, Ohio

Please send information on Truscon

☐ Jalousies ☐ Awning Windows ☐ Both

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

Donaldson Promoted by Penn-Dixie in Atlanta



WADE L. DONALDSON, above, is the new assistant sales manager of the Southern division of the Penn-Dixie Cement Corp., which includes 19 states from Atlanta, Ga., headquarters.

With Penn-Dixie for 10 years,

Donaldson recently served as salesman in eastern North Carolina. Before that he had been a salesman in Kentucky and Tennessee territories. He is a native of Gray, Ky., and a graduate of Union College.

O. W. Severence now is sales manager of Penn-Dixie's Southern division. He succeeded John Wilkerson, who retired last month after 31 years with the cement firm.

Rex Adams continues as Atlanta district sales manager for Penn-Dixie.

Cement Plant for Md.

The Alpha Portland Cement Co. will build its ninth plant at Lime Kiln, Md. The plant, which will have a capacity of two million barrels of cement a year, is scheduled to begin production in early 1958.

SSIRCO's Wray Heads Colorweld Awning Sales

The Southern States Iron Roofing Co., Atlanta, Ga., has announced the appointment of Joe H. Wray as sales manager of Colorweld pre-enamelled aluminum awning materials. Harry J. Hearn Jr. has been made assistant product manager.

Until recently, Wray represented



JOE H. WRAY

SSIRCO's awning materials in Maryland, West Virginia, New York, Pennsylvania, Ohio, and Indiana. He participated in the initial planning for SSIRCO to enter the aluminum awning material field.

Wray announced the appointment of Harry F. Dougherty as Colorweld sales representative in the Kansas City area.

Brighten Your Sales Picture



Buy the Brightest Anodized Aluminum Glass Wall Units with the Exclusive Chromalum Finish

- ALL DOORS BY-PASS
- WALL JAMBS ARE ADJUSTABLE
- FULL WALL JAMB FOR EACH OPENING
- NEWLY IMPROVED HANDLE AND LOCK
- TOP GUIDE CHANNEL PROVIDES DEFLECTION ADJUSTMENT
- GLAZING TIME CUT IN HALF
*4 SCREWS DOES IT ALL
- COMPLETELY WEATHERSTRIPPED FOR CLIMATE COMFORT

K D KITS ONLY

All units are shipped K D in compact, easy to handle cartons. Frames are designed to take 3' 16" - 7' 32" crystal or 1/4 inch plate glass.

*pat. applied for



Sliding Door
MANUFACTURING COMPANY

We also manufacture America's most outstanding Bath Enclosure in both the Custom and Rival Series... Write for full details

2415 N.W. 75th Street, Miami, Florida • Phone PL 8-3314

STRICTLY WHOLESALE

ROANOKE, VA.: Billy C. Loyd has been named office manager of the Roanoke branch of the **United States Plywood Corp.** Formerly he was a salesman for the High Point, N. C., branch.

SMITHFIELD, N. C.: The **Nu-Home Wholesale Builders and Supply Co.** of Dunn has opened a new branch in Smithfield. Tommy and Dewey Godwin are owners of the firm. Jimmy Patrick was transferred as manager of the new operation, which is known as the Smithfield Wholesale Builders Supply.

ATLANTA, GA.: Assignments of two new salesmen by the Atlanta branch of the **Huttig Sash and Door Co.** are announced by Manager Smith Bellsnyder. Dave McGriff, formerly with Randall Brothers, Inc., and with the Macon Builders Supply Co., is Huttig's new salesman in south Georgia. He resides in Macon. Representing Huttig in east Georgia now is Ralph Lambert. Formerly assistant manager of Huttig's branch in Miami, Fla., Lambert resides in Conyers.


SAN ANTONIO, TEX.: The **Kelley Manufacturing Co.** has moved to new office and warehouse facilities at 319 Peden. Kelley supplies Texas dealers with cave strip, valley, flashing, and other formed goods; QSM aluminum roofing and siding; Alcoa farm gates; Keystone metal lath; tin caps, and nails.

NEW YORK, N. Y.: The **Barrett Division** of the Allied Chemical and Dye Corp. has been made distributor of Fiberglas roof insulation in 11 Southern states — Georgia, Florida, Tennessee, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma, Texas, and the Carolinas.

SPOKANE, WASH.: **Pack River Tree Farm Products** has been appointed to handle sales in the United States of the forest products of Crestbrook Timber, Ltd., of Cranbrook, British Columbia.

ATLANTA, GA.: The **Longleaf Lumber Co., Inc.**, will move from its original site on Huff Road here into new quarters at 1453 Fairmont Street, N. W., "around the corner." Benson Jones is president and manager of this firm that wholesales West Coast lumber products to retailers and industrial accounts, and which specializes in treating lumber in transit. Jones is president of Atlanta Hoo-Hoo Club No. 1.

AUSTIN, TEX.: The **Longhorn Sash and Door Co.** has been appointed distributor for Insulite build-



BUILDINGS

for business and industry

IMMEDIATE ERECTION • AMAZINGLY LOW COST

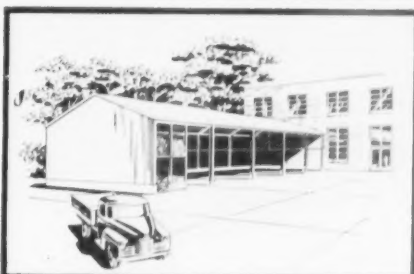
DIXISTEEL BUILDINGS are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

TYPICAL OF THE WIDE VARIETY AVAILABLE



RETAIL STORE

This building is 50' x 100' with no columns or obstructions. Decorative front. Warehouse space in rear can be easily expanded.



MAINTENANCE SHOP

This open front clear-span building is 30' x 100'. It is ideal for storage of materials, parts and equipment. Plenty of working space.



MANUFACTURING PLANT

This multiple building consists of two 70' x 100' units. Additional units can be added to sides or ends, when expansion is needed.

FREE ESTIMATES—NO OBLIGATION

STEEL BUILDING DIVISION
Atlantic Steel Company

P.O. BOX 1714 • ATLANTA 1, GEORGIA • TRinity 5-3451

ing products for this area.

JOPLIN, MO.: The **Madrick Distributing Co.** now handles Republic Steel Kitchens. The firm has two large warehouses in Joplin to serve 10 counties in Missouri and adjoining portions of Arkansas, Kansas and Oklahoma.

NORFOLK, VA.: The **Goodman Electric Supply Co.** has been given the franchise for Youngstown steel kitchen cabinets and equipment for parts of Virginia and North Carolina.

MACON, GA.: T. L. Vincent has been made a director of the Home Federal Savings and Loan Assn. He is manager of the Macon branch of **Birswanger and Co.**, and a director of the Southern Sash and Door Jobbers Assn.

ORLANDO, FLA.: James A. English has formed the **English Lumber Co.**, a new wholesale lumber business at 1224 East Colonial Drive.

SHREVEPORT, LA.: The **Ark-La-Tex Wholesale Co.** has been franchised to handle Republic Steel Kitchens. The firm's territory includes northwestern Louisiana and adjoining counties in Texas and Arkansas.

CINCINNATI, OHIO: The **Philip Carey Manufacturing Co.** has been appointed national distributor for

PLYWOOD DISTRIBUTORS ELECT OFFICERS



Members of the National Plywood Distributors Assn. recently elected these three men to guide their group during the coming year. From left, they are: Albert Hersh, Industrial Plywood Co., Jamaica, N. Y., first vice-president; Earl G. Thuresson, Associated Door and Plywood Co., Chicago, Ill., president; and Carey Watkins, Gulf States Plywood Co., Jacksonville, Fla., second vice-president. Charles E. Devlin continues as managing director. NPDA held its annual convention in May at Colorado Springs, Colo.

Fiberglas roof insulation, it is announced by the Owens - Corning Fiberglas Corp. Philip Carey has 14 offices in major cities throughout the nation.

ATLANTA, GA.: Appointment of Leon Clark as new sales representa-

tive in South Carolina for the **Campbell Coal Co.**, wholesalers of Curtis millwork and other building supplies, is announced by J. R. Williams, sales manager. Clark for 10 years had been a salesman for the Marietta Lumber Co. in that Georgia city.

Worth making a noise about ...
Increased Sales and Profits!



Write for New LOW PRICE LIST!

METAL TRIMS, INC.

P. O. Box 1072 · YOUNGSTOWN 1, OHIO
P. O. Box 632 · JACKSON, MISS.



FINGER-TIP OPERATION

No strings attached!

LIF T LOX

BALANCED WINDOWS

Pressure of the fingers . . . that's all it takes to open and close the beautifully balanced LIF-T-LOX window sash. And, self-contained Lif-T-Lox window balance "stays put" automatically when sash is removed. There's nothing like it! The removable feature alone sells LIF-T-LOX fast because painting and cleaning are made easier and breakage during construction is reduced.

In fact, LIF-T-LOX window units practically sell themselves. You simply let the builder or prospective homeowner step up to a LIF-T-LOX display unit and see how easy it functions with light finger pressure. Once you see how this demonstration makes sales, you'll agree that LIF-T-LOX is the greatest window advancement in 50 years!

In normal position (right) LIF-T-LOX lock-tab balances sash for easy operation. Upon removal of sash lock-tab grips channel automatically and stays locked in position until sash is replaced. You can replace sash in any position and spring plunger will automatically reengage when it is above lock-tab.



Detailed information about our merchandising plan will be gladly furnished upon request.

MW

MANUFACTURED BY

Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia
(Formerly known as R-O-W Distributors)

'Glass Age' Wonders Forecast to Jobbers

Although the per-capita use of plate and window glass in the United States has increased by more than 200 per cent in the last 30 years, the real "glass age" lies ahead, according to David G. Hill, president of the Pittsburgh Plate Glass Co.

In a recent address before the Flat Glass Jobbers Assn. at Minneapolis, Hill pointed out that 30 years ago total annual domestic consumption of window glass was about 3½ square feet per person and plate-

glass approximately 1 square foot. By 1954, window glass was being consumed at the rate of 10 square feet per person and plate at about 3½ square feet.

"Today," he said, "with curtain wall construction and spandrel glazing, the glass-clad building is a reality." He pointed out that glass manufacturers have developed a heat-strengthened, specially processed glass in a wide range of attractive colors which make possible the erection of a truly glass-clad building.

The most challenging product of tomorrow is the "variable transmission window," according to Hill. He

said that this will be a window whose opacity to light and radiant heat can be adjusted either manually or automatically by the user to suit his desires.

Electroluminescent panels for lighting the interiors of homes and offices are already well along in the laboratories, he reported. These panels give off a low intensity of light when an electric field is applied to them and represent an extension of the mercury light concept to a broader application.

In the future, Hill said, glass will serve not only as a decorative and durable surface for walls and ceilings, but will also provide a base for coatings which will produce soft light for room illumination.

Glass covered with electrically conductive coats has been used successfully as a source of heat, Hill said. In the future, electrical energy will generally become lower in comparative cost and this method for controlled heating of buildings increasingly common. When this happens, coated glass will be the most practical form for supplying heating elements of infinite life, completely enclosing and decorating rooms.

**a
sure
hit!**



**THE NEW
Dixie Liner**
ALL EXTRUDED
ALUMINUM
SCREEN DOOR

When the new Dixie Liner comes to bat for your sales team, you can count on a sure hit with customers. For here is more screen door than you've ever seen before! This beautiful exclusively designed door is available in a number of standard sizes: 2'6" x 6'8", 2'8" x 6'x8", 3'0" x 6'8", 2'8" x 7'0", 3'0" x 7'0". Write or call your **local representative** for full details on this "Best of All" aluminum product.

We also manufacture aluminum storm windows, doors, grilles and accessories.

Stephen Laurie OF VA., INC.

Dept. I, P. O. Box 2441, Roanoke, Va.

Representatives:

Engle, Cobb & Albritton, Inc.,
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G. Witters, Coral Gables, Fla.
H. N. Byrnes, New Orleans, La.
J. H. Wilkinson, Jackson, Miss.
F. M. Knott, Baltimore, Maryland
R. B. Patterson, Dallas, Texas

C. C. Turner, Atlanta, Ga.
H. L. Giles, Roanoke, Va.
N. Bailey, Eureka Springs, Ark.
B. E. Hill, Roanoke, Va.
W. J. Easton, Roanoke, Va.
Glenn H. Young, Roanoke, Va.
Home Insulation Co., Asheville, N. C.



Bluefield Distributors Open Roanoke Warehouse

Some 400 appliance and kitchen equipment dealers attended the recent opening of a Roanoke, Va., branch of the Bluefield Hardware Co.

From the warehouse at 302 Campbell Avenue S. E., the 58-year-old Bluefield, W. Va., firm will serve dealers in 38 counties in western and southwestern Virginia.

Among the products stocked by the warehouse are the major and small appliances of Admiral, Speed Queen, Taylor Jr., Hamilton-Beach, Dormeyer, Toastmaster, and Mirromatic. The company also distributes Republic Steel Kitchen cabinets, Myers water systems, Rotarius and Beauty-Tone rugs.

Masonite Buys Butler, Peg-Board Producer

The Masonite Corp. has bought the B. B. Butler Manufacturing Co., Bellwood, Ill., and its subsidiaries. For the past 3½ years, Masonite has distributed Butler Peg-Board panels, made of Masonite hardboard.

Through its plants in Bellwood and Laurel, Miss., Butler offered special merchandise displays, in addition to Peg-Board and matching fixtures.

John M. Coates, Masonite president, announced that Charles Kirk, former Butler vice-president, had been retained as general manager of the Bellwood operation.

DEALER NEWS

KANSAS

SUBLETTE: Albin Holter is new manager of the Sublette branch of the Deal chain of yards. He had been assistant manager of the company's store in Ulysses before moving to Sublette to succeed Chick Sales, now working for the city.

OAKLEY: Roy Rader has replaced Willard Bishop as manager of the Oakley Lumber Company. Formerly he managed the Hardman yard in Glen Elder.

SYLVIA: After nearly 65 years of operation by one family, the Sylvia Hardware Co. was auctioned off recently. The Haven Lumber Co. bought the two buildings occupied by the store.

OKLAHOMA

CALVIN: Hughes county's oldest merchandising firm ended 58 years of business recently when the J. W. Hundley Co. lumber yard was sold to Charles Keithley and Jim Ragland and his wife, Mrs. Ragland, and Keithley, who is her brother, will run the business. Ragland is a school superintendent.

EDMOND: John C. Cash is new manager of the Long-Bell Lumber Co. here. He succeeded S. C. Engle, who was transferred to the company's main yard at Wichita.

MISSOURI

FAIRMONT: Walter S. Harriman and Martin A. Carlson have bought the Badger Lumber Co. Part of the stock will be moved to the Harriman yard at 9900 East 24 Highway. After 34 years as manager of the Badger firm's Fairmont yard, Carlson will become sales manager for the Harriman Lumber Co.

BRANSON: Othel Summers is new manager of the Charles C. Meek Lumber Co. here. For the past six years, he was an employee of the West Plains Lumber Co.

CHILLICOTHE: The North Missouri Lumber Co. recently held "open house" for its new buildings at Locust and Ann streets. They replaced the structure destroyed by fire last December.

ARKANSAS

JACKSONVILLE: The Adams Lumber Co. recently opened in a remodeled section of the Sunnyside shopping center. Owned by G. B. Adams, the company occupies the site formerly used by the Whit Davis

FLORIDA

JACKSONVILLE: Florida Retail Lumber, Inc., opened recently at a new location — 9943 Beach Boulevard. The firm carries a full line of building materials and offers financial help with construction and remodeling problems.

VALPARAISO: Bart Rainey has bought the C. F. Hudson Hardware and Building Supply Co. The former owner, C. F. Hudson, will maintain an office in the hardware store to operate a real estate business.

WINTER HAVEN: The Villa Lumber and Supply Co. has been sold to Culver O. Spencer and J. Bernard Scott. The sale followed the death of Joe D. Nagel Jr., who helped found the company in 1926 with A. M. Hess and J. H. Babb.

WEST VIRGINIA

BECKLEY: The Gray Lumber and Supply Co. is now operating in a new building on Crab Orchard Road. The firm recently was made Frigidaire dealer for the Beckley area.

TEXAS

FORT WORTH: John T. Morrow, 90, announced recently that he will retire from active management of his lumber business, now that he is "beginning to get a little old." He started the Belknap Lumber Co. at the age of 65. A former farmer, he needed a job in 1931 and no one would hire him because of his age—so he started his own business on \$200 and "hired himself."

McKINNEY: The Norwood-Clark Lumber Co. has bought the Grogan Lumber and Supply. The owners are Ben Norwood, P. L. Clack, and Buck Hill. For 47 years Norwood was associated with the Lyon-Gray Lumber Co., serving as executive vice-president when the firm was liquidated in 1954. Clark was secretary-treasurer of the same firm. Hill, who has been in the lumber business many years, will manage the new firm.

DALLAS: A fire of unknown origin destroyed the Economy Lumber Co. recently. W. C. Garner, owner of the firm, estimated his loss at about \$40,000.

COLUMBUS: The S. K. Seymour

Co. recently celebrated its 65th successful year of operation. A remodeled store brought in nearly 4,000 visitors. Four generations have managed the firm — and the last two sons to join have sons expected to be the fifth. Now operating the firm are Sam K. Seymour Jr. and his son, Sam K. III, and J. D. Seymour and his son, J. D. Jr.

VIRGINIA

NORFOLK: The White Lumber Co., established about 40 years ago by the late John Elmer White, has been sold to Robert Morris, general manager of a woodworking company. W. Z. Spiegelman is secretary-treasurer and general manager of the new company.

KENTUCKY

BEREA: A. L. Gibson is new manager of the Berea Home Lumber Co., recently bought from the Stephens and Muncy Lumber Co. Gibson formerly was sales manager for the Mid-South Supply Co. of Lexington. The Home Lumber Co. has six branches in central Kentucky.

CHARTERS OF INCORPORATION: Lexington Building and Supply Co., Lexington.

ALABAMA

HUNTSVILLE: As a follow-up to their successful "grand opening" recently, the Southern Sash of Huntsville building supply firm recently ran an ad of nearly a page in the newspaper. "Thank you's" were expressed by Manager Kenneth Fulmer, Zollie Derryberry Jr., James Kimbrough, and Edward Seal.

MISSISSIPPI

JACKSON: Hudson Turner has opened the Hudson Turner Building Supply Co., Inc., on the site of a former box plant on North Mill Street. Before moving to Jackson recently, Turner was mayor of Sturgis.

CHARTERS OF INCORPORATION: Hudson-Turner Building Supply, Jackson; Hendrix Lumber Yard, Yazoo City; Steel City Plywood Lumber Co., Meridian.

Lumber Co. It carries a complete line of building materials. Adams formerly owned a yard at Conway, which he recently closed. Lewis Warren, former Conway manager, now manages the new Jacksonville store.

LOUISIANA

CHARTERS OF INCORPORATION: Flagstaff Building Supply Co., Baton Rouge; Berwick Lumber and Supply, Inc., Berwick; Delcambre Brothers, Inc., Abbeville.

OBITUARIES

W. W. WOODBRIDGE, 72. Former secretary-manager, Red Cedar Shingle Bureau, Seattle, Wash.

IVAN S. CARROLL, 53. President and manager, Carroll Lumber Co., Bridgeport, W. Va.

JOSEPH WILSON, 86. President, Warsaw-Sparta Lumber Co., Sparta, Ky.

B. S. PEELER SR., 62. President

HOO-HOO Activities

FLORIDA: The Greater Miami Hoo-Hoo Club No. 42 elected a new slate of officers at the August 14 dinner meeting at the Hoffbrau

and general manager, Elmer Lumber Co., Kings Mountain, N. C.

CECIL H. GRAHAM, 63. Former manager, William Cameron Lumber Co., Oglesby, and former owner of his own yard in Oglesby.

AUBREY LEON CARTER, 64. Managing partner, W. T. Carter and Brother, lumber firm, Camden and Houston, Tex.

BELTON WILLIAM JOHNSON, 56. Owner, B. W. Johnson Lumber Co., New Albany, Miss.

C. E. (ROY) KLUMB, Owner, C. E. Klumb Lumber Co., Crystal Springs, Miss.

EDWARD G. GAVIN, 58. Editor of *American Builder* and vice-president, Simmons-Boardman Publishing Co., Chicago, Ill.

Haus. Oscar Martel is new president; Firmin Renuart, vice-president; Charles Kirby, secretary, and Carl Slacks, treasurer. On the Supreme Nine are Jerry Waite, Tom Bailey Jr., Joseph Morris, Bob McMickel, Jim Attaway, and Bill Goodrich.

GEORGIA: New officers and directors of Atlanta Hoo-Hoo Club No. 1 advanced plans for attending the San Francisco convention and serving as hosts to the international meeting in Atlanta in 1957 at an August 7 dinner meeting. Three retailers were inducted into the club by Vicegerent Snark Sam Houston Jr. They are Bob Eldridge, Bob Calloway, and Bill Chandler. The new Atlanta officers include Benson Jones, president; Frank G. Lake Jr., vice-president; Ed L. Taylor Jr., secretary, and Otha Wilkins, treasurer. The other board members are W. C. Shreve, Grant Reynolds, H. B. Watson, Ed Addison, and Eddie C. Hill.

TEXAS: Big classes of Kittens were initiated by two Lone Star clubs on August 11. At Boggy Slough, the famous degree team of Houston Hoo-Hoo Club No. 23 officiated. West Texas lumbermen swelled Hoo-Hoo ranks in an initiation held by San Angelo Club No. 77. . . . At their July 19 meeting the Houston Cats paid exceptional tribute to four members for their outstanding Hoo-Hoo service. These included Herbert F. Adey, 16642; A. P. Boesch, 17583; Jack S. Carothers, 11544, and E. B. Meroney, 51594.

. . . New officers of the Corpus Christi Hoo-Hoo Club include Ray Raash, president; Don Harris, vice-president, and Mitchell Womack, secretary-treasurer. . . . Members of the Panhandle Plains Hoo-Hoo Club No. 8 enjoyed the annual family picnic on July 21 at an Amarillo park. . . . A new Hoo-Hoo club in El Paso is gathering momentum in behalf of "a united lumber industry" under the leadership of these new officers: Alston H. Howrey, president; H. M. Jones, vice-president, and R. E. O'Malley, secretary-treasurer.

SOUTH CAROLINA: Installation of new officers and a concatenation are scheduled for the September meeting of Columbia Hoo-Hoo Club No. 162. At the July meeting, members heard a talk on the South Carolina Development Board's functions by Reese Hart. Plans are underway to sponsor a woodworking course in the public schools.

TENNESSEE: Membership of Memphis Hoo-Hoo Club No. 92 was swelled recently by the initiation of 12 more prominent lumbermen. They include Howard Stotts, Jack Calhoun, Robert Clark, Oscar Edmonds Jr., Onie Goodrum, Robert Hornsby, John McCall, Paul Miller, Darrell Proctor, James Sharpe, John Wilson Jr., and Ballard Holmes.

increase sales with

Tandrotine



Economical
Proven in use
High Flash Point
Slow Drying
Long Leveling
Pleasant Odor
Fast Turnover
Greater Markup

Gal., Qts., Pts., 1/2 Pts.

ASSOCIATION ACTIVITIES

Kentucky Dealer Profits Up in 1955

The annual survey of cost of doing business sponsored by the Kentucky Retail Lumber Dealers Assn. shows that in 1955 the 80 participating dealers realized a net profit before income taxes of 6.00%. This compares with 5.58% profit in the '54 survey—and a five-year average of 6.21%.

Sales of reporting dealers averaged \$420,216.45 per dealer, compared with \$374,928.47 in '54. The average percentage of mark-up on cost increased from 39.12 to 39.99%. Average inventory turnover was 4.04, up 0.39 from 1954.

Similar surveys among dealers in other Southern states revealed 1955 net profits before taxes among reporting Georgia dealers of 4.6%; Florida dealers, 4.9%; and Tennessee dealers, 4.6%.

Texas District Officers

The Brazoria County Lumbermen's Assn. met at Velasco, Tex., recently and elected officers for the coming year.

E. L. Haynes, Velasco, is president; John Simmons, Freeport, and G. L. McCay, Brazoria, vice-presidents; and Ted Griesenbeck, Angleton, secretary-treasurer.

CONVENTION CALENDAR

October 18-19: **Oklahoma Lumbermen's Assn's**, 10th annual convention and merchandising mart, Municipal Auditorium, Oklahoma City, Exhibits.

November 27-29: **fourth annual Southeastern Dealer Convention** and Building Material Show, Biltmore Hotel, Atlanta, Ga. Exhibits. Co-sponsored by Alabama, Florida, Georgia, and Tennessee dealer associations.

December 3-5: **Southern Sash and Door Jobbers Assn's**, winter meeting, Hotel Statler, Dallas, Tex.

December 10-13: **third annual Building Products Exposition and Clinics of National Retail Lumber Dealers Assn.** Conrad Hilton Hotel, Chicago, Ill. Exhibits.

New Directors for OLA

The Oklahoma Lumbermen's Assn. has a new slate of directors to serve for the next three years.

The director representing district I is Louis McCarter, Valley Lumber Co., Tonkawa. Roy Lane, Lane-

Morse Lumber Co., Muskogee, represents district II; Charles A. Sutton, Chickasaw Lumber Co., Ardmore, district III; Y. F. Mauch, Wilson Lumber Co., Ada, district IV; Howard McNeil, McNeil Produce and Lumber Co., Hennepin, district V, and John Curless, Antrim Lumber Co., Hobart, district VI.



Use these new Marlite sales-builders for bigger, more profitable building and remodeling business. Only Marlite offers you everything you need including these new in-store displays, new full-color decorating idea book, new sound slide film for training salesmen and applicators PLUS continuous national advertising. Contact your Marlite representative or wholesaler, or write Marlite Division of Masonite Corporation, Dept. 997, Dover, Ohio.

Marlite®

plastic-finished wall paneling

ELECTRIC HEATING

(Continued from page 62)

3. Frame, veneer or masonry with 2" foil-backed insulation with at least $\frac{3}{4}$ " air space between wall and foil.

FLOORS: 1. All types using 2" or more insulation.

2. Concrete floors on grade with perimeter insulation.

3. All types with two-layer aluminum foil having $\frac{3}{4}$ " air space.

4. Double wood with 1" foil-encased insulation with $\frac{3}{4}$ " air space.

CEILINGS: 1. For the first three classes of electric heating equipment, 3" or 4" of insulation over the ceiling. This may be vegetable or mineral wool. For the ceiling heating system, 6" of blown or poured wool is necessary.

Figure II illustrates the saving in heat loss by the addition of insulation to a three-bedroom frame house. It can be calculated that the heating equipment alone for the uninsulated house as shown in "A" will cost more than both

the heating equipment and insulation for any of the other cases. It can be shown further that either "C" or "D" construction will give the lowest total costs when all costs of equipment, insulation, and operation are taken into consideration.

With heating, insulation is the dominant factor in determining operating costs and size of electric heating system. House orientation has less effect in heating than in cooling via AC because the coldest temperatures occur at night in winter. In fact, the orientation location of large windows on the south side of a house to permit the sun heat gain to heat the house in winter would make the air conditioner work harder in summer. My house has large windows on the south side so we use little heating on sunny days between 10 a. m. and sundown.

In order to minimize heat loss due to infiltration of cold air from the outside, it is important that weatherstripping be installed on all outside doors and single glass windows. Window frames and doors should be caulked. A damper should be provided on all fireplaces

'Electri-Living' Homes to Be Displayed Soon

Designed, engineered, built, and decorated by local specialists, 26 Electri-Living pilot homes will be opened to the public across the nation during National Home Week this month. These homes will demonstrate the importance of dramatic lighting, new concepts of electrical heating and air-conditioning equipment, and a complete staff of residential electrical servants.

The program is sponsored by *Living for Young Homemakers* magazine, with electric utility companies and builders as regional co-sponsors.

Among the participants in the South-Southwest are: Atlanta, Ga., Edward A. Barton and Georgia Power Co.; Dallas, Tex., Gordon L. Wright and Associates and Dallas Power and Light Co.; Houston, Tex., Les Prokop and Houston Lighting and Power Co.; Little Rock, Ark., Pace Setter Homes and Arkansas Power and Light Co.; Oklahoma City, Okla., Floyd Harrison and Oklahoma Gas and Electric Co.; Wichita, Kan., Wichita Assn. of Home Builders and Kansas Gas and Electric Co.



40 years in the ground— a real test of quality!

These Long-Bell fence posts have been in the ground on the Jay Matthews farm near Gilbert, Iowa for nearly 40 years. Through extremes of weather these quality posts have resisted rot, decay and insect damage.

In the past 40 years over 50,000,000 Long-Bell posts have been placed in service on farms and ranches all over America. No one else can match this record of experience and proven satisfaction.

You profit by this history of Long-Bell quality. One of the strongest features you have is the time-tested guarantee of protection — 6 lbs. of 100% ARPA Creosote Oil in every cubic foot of Long-Bell post or half a gallon in the average 4" line post.

The Long-Bell Lumber Company

Established 1875 — Kansas City, Missouri

Manufacturers of these other "lifetime" products—

• CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

Posts — Poles — Piling —
Lumber — Cross Arms — Ties

• WOLMANIZED® DOUGLAS FIR LUMBER

• UNTREATED FABRICATED TRUSSES

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Station Bldg.
Ft. Worth, Texas
415 New Moore Bldg.
San Antonio, Texas
Leonhardt Bldg.
Okla. City, Okla.



There is No Substitute
For The L-B Brand

to prevent flow of heat up the chimney when the fireplace is not in use.

A vapor barrier is needed to prevent moisture from inside the house passing through the wall into the insulation and condensing. Therefore, the vapor barrier should always be placed on the heated side of the wall, between the room and the insulation. You may remember years ago when a pan of water sat on the stove in winter. Cold, drafty, uninsulated houses had low humidity and it was a battle to keep the relative humidity up to a reasonable level. In well-insulated houses with proper vapor barriers and weatherstripping to stop the gales that used to blow through the house, excess relative humidity is likely to be a problem.

There are some precautions to follow to prevent problems arising from window sweating and other condensation.

The average clothes dryer is as much a problem in winter as in summer, and it must be vented to the outdoors. While you would like to save the heat, the large amount of water vapor present would cause too much trouble. The dishwasher, washing machine, and cooking food all release water vapor into the house. It is difficult and/or expen-

sive to vent these, but a kitchen exhaust fan will serve to remove much of this water vapor. A small exhaust fan in shower bath will remove the excess water vapor from the showers.

One of the unsuspected sources of water vapor in houses is the ground below. Improperly vented or untreated crawl spaces may contribute as much as 100 pounds of water a day for each 1,000 square feet of area. The surface may appear dry all the time and yet be releasing the water into the house. A recommended treatment is to cover the exposed earth with 55-pound asphalt-coated roll roofing as shown in Figure III. A newer treatment is a covering of polyethylene film.

Water vapor may condense on windows and possibly nailheads in cold weather. With an inside temperature of 75° F., the combination of relative humidity and outdoor temperature at which condensation starts on single windows and double windows with still air are as follows:

Outside Temperature	Single Window	Double Window
0° F	25%	52%
10° F	31%	57%
20° F	37%	62%
30° F	45%	68%
40° F	53%	74%

Any time the relative humidity exceeds the percentage indicated for the outside temperature, condensation will begin to form on the glass. You thus see that a much higher relative humidity is permitted with double glass. Therefore, storm windows or double glass is the most effective treatment to reduce the sweating windows.

Ventilation behind the insulation allows water vapor to escape, reducing the possibility of condensation in the walls. Figure III shows recommended types of ventilation of attics, roofs, and crawl spaces.

The following ventilation is recommended for houses:

ATTIC: Natural ventilation through at least two vents in unfinished attic or closed-off spaces between insulation and roof. The net clear area for air passage, after allowing for louvers, screens, etc., should be 1 sq. ft. in each inlet and 1 sq. ft. in each outlet for every 300 sq. ft. of attic floor area.

Flat roofs should have 1 sq. ft. of clear area for each 150 sq. ft. of roof area.

All attic space should be ventilated. Where air passage area is

too small, forced ventilation at a rate of 6 cu. ft./hr./sq. ft. is recommended.

CRAWL SPACES: Basements or crawl spaces should have 2 sq. ft. of vent for each 100 ft. of perimeter, plus 3½ sq. ft. for each 1,000 sq. ft. of floor area.

To assure the complete satisfaction that can be obtained by using modern electric house heating, local electric light and power companies are glad to supply dealers with specific information about design and code requirements, local

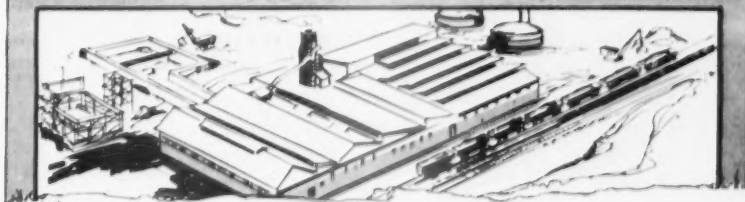
weather conditions, availability of service, and other details.

Manufacturers and distributors of electric heating equipment also are eager to advise dealers on specific heating applications.

For further information on installation or the handling of unusual applications or constructions, the latest edition of the "Heating, Ventilating and Air Conditioning Guide" should be consulted. It is published by the American Society of Heating and Air Conditioning Engineers, Inc.

Another good reason why it pays to be a **Dickey** Dealer

Dickey expansion program to SERVE YOU BETTER



For many years the demand for Dickey vitrified salt-glazed clay sewer pipe and other Dickey clay products has been greater than the supply. To meet this demand . . . by you and your customers . . . production will soon be increased by 25,000 tons per year each at two of the company's plants. Further expansion and modernization is planned for three more of the company's factories. This program is only part of the effort being made to supply you and your customers with all of the dependable, long-lasting Dickey Perma-Line Pipe and Dickey Products you need.

Providing improved sanitation for better living

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary
Salt-Glazed Clay Pipe**

ALWAYS IN DEMAND

If it's made of clay it's good . . . if it's made by Dickey it's better

Heads Red Cedar Assn.

Don Johnston, manager of the Flavelle Cedar Division of Canadian Colliers Ltd., was elevated to the presidency of the Western Red Cedar Lumber Assn. recently. He succeeded R. M. Ingram, Aberdeen, Wash., who had been president since the organization of the association two years ago.

New vice-president is William Hulbert Jr., William Hulbert Mills Co., Everett, Wash., who is also chairman of the trade promotion committee. John A. McCrory, Seattle Cedar Lumber Manufacturing Co.,

Seattle, was re-elected treasurer. Arthur I. Ellsworth continues as secretary-manager, with offices in Seattle.

Dealers Get 'Wings'

The Steelcraft Manufacturing Co. has inaugurated an "Airport to Front Door" helicopter service to bring its dealers to the factory in Rossmyrne, Ohio, for visits.

Bringing dealers from the Cincinnati Airport in Boone County, Ky., to the factory front yard, the company's new helicopter makes the

trip in about 10 minutes.

Among the first dealers to inspect products and facilities—and enjoy a helicopter ride—were David Ward and Luther Brown of the Mississippi Paint and Glass Co. of Meridian, Miss.

Head Pine Producers

James Lackey, manager of Lackey Lumber Mills, Inc., in Forest, was named new president of the Mississippi Pine Manufacturers Assn. at a recent annual business meeting in Jackson.

Other officers include Jim Henley, Ethel, vice-president, and Bob Halton, Roxie, secretary-treasurer. Davis Fair, Louisville; Tom DeWeese, Philadelphia; Warren Hood, Jackson, and A. B. Farris, Morton, are directors.

S. C. Meisburg is executive secretary of the group, which was formed in 1954 to promote grade-branded Mississippi pine.

New ACTION Directors

James E. Lash, executive vice-president of the American Council to Improve Our Neighborhoods has announced the appointment of program and information directors.

Leo Molinaro, an Ohio specialist in adult education, is ACTION's new program director. He will work with local groups engaged in bettering their communities.

Allen Wagner, former director of public information for the American Transit Assn., will hold that post for ACTION.

Hoseus Is Kwikset's 'Salesman of Year'

Edwin J. Hoseus has been awarded the national "Salesman of the Year" honors in the company-wide competition of Kwikset Locks, Inc. A resident of the Indian Hills Village suburb of Cincinnati, Ohio, he has been a Kwikset salesman for the past seven years. His sales territory includes Ohio, West Virginia, Virginia, Maryland, Delaware, and Washington, D. C.

Presentation of the annual award was part of the "Distinguished Salesman Award" program of the Sales Executive's Club in Long Beach, Calif. Hoseus received his personal "Sammy" statuette and a plaque to be displayed in the company's headquarters offices.

The "Kwikset Salesman of the Year" is 36 years old, a native of Cincinnati, and a veteran Air Force pilot of World War II.



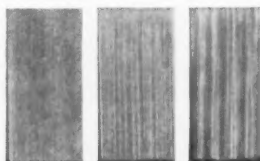
THIS IS YOUR
'SHOW WINDOW'

THE STREETS of your community reveal a good deal about you! They show whether—in the sale of building materials—you have stressed *price or worth* . . . whether you have sold along the lines of least resistance or had the foresight to "trade up" your customers to products of lasting *quality, beauty and function*.

Your reputation is based on quality. In the final analysis, so is your profit. Red cedar shingles and machine-grooved shakes—*being the genuine article*—assure both your reputation *and* your profit.

RED CEDAR SHINGLE BUREAU

5510 White Building, Seattle 1, Washington
550 Burrard Street, Vancouver 1, B. C.



HELPFUL LITERATURE

"OPERATION BASEMENT" is a folder for consumers offered by the Western Pine Assn., Dept. SBS, Yeon Building, Portland 4, Ore. It gives complete details, in step-by-step form, for preparing basement masonry walls, fastening nailing strips to walls, applying pine paneling, and finishing. The folder includes a check-list of materials needed for both construction and finishing.

FASTENER GUIDE. "The Hang of Things" is a booklet that tells how to fasten every type of fixture to any type material. The book explains carefully the two basic factors in selecting fasteners — the type of wall and the weight to be carried. Star Expansion, Dept. SBS, 142 Liberty Street, New York 6, N. Y.

MAPLE FLOORING. "Photographic Interpretations of Grades of Northern Hard Maple Flooring" is a full-color booklet offered by the Maple Flooring Manufacturers Assn., Dept. SBS, Suite 548, 35 East Wacker Drive, Chicago 1, Ill. The folder contains photographic color reproductions of three flooring panels that show pattern characteristics of standard grades.

BUILDING PRODUCTS CATALOG. The Nova Sales Co., Dept. SBS, Trenton 3, N. J., offers 68-page pocket catalog of its complete line of building products — ranging from concrete to shakes. As a companion to the Homasote Handbook, the Nova handbook takes up specialized construction problems, such as waterproofing concrete slabs. Other chapters cover жалюзиs, Nova sidewalls, shakes, shingles, paints, cedar closet lining, plastic doors, room dividers, etc.

WOOD WINDOWS. The "pressure-vacuum" ventilation principle of Bee Gee wood window units is presented in a colorful catalog-brochure for consumers and builders. The operating light turns to let air in two ways. Various combinations of the units—ribbon effects and picture windows—are presented, with sizes shown. Space is provided for dealer name imprint. Brown-Graves Co., Dept. SBS, Akron 1, Ohio.

METAL BUILDING PRODUCTS. The Leigh line of metal building products is presented in a well-illustrated, comprehensive catalog. Typical of the numerous products of wide range presented are awnings and canopies, ornamental columns, mail boxes, clothes chute door, roller drawer guides, adjustable shelf supports and closet rods, ventilators of all types, bathtub enclosure, pocket door and by-passing

door hardware. Air Control Products, Inc., Dept. SBS, Coopersville, Mich.

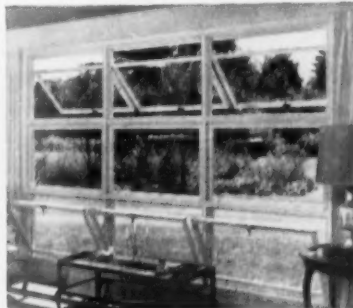
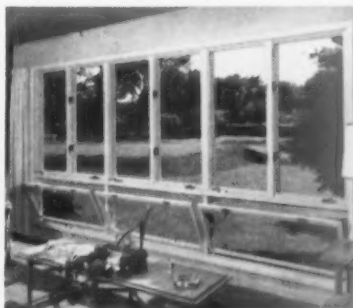
ACOUSTICAL TILE. A catalog folder and two application information sheets are now available on Nu-Wood tiles. The folder shows how Nu-Wood clips simplify installation of tongue-and-groove insulating tile. Wood Conversion Co., Dept. SBS,

First National Bank Building, St. Paul 1, Minn.

HOUSING CODES. A comparative study of the basic provisions and requirements of housing codes in 56 cities is offered by the Urban Renewal Administration of the Housing and Home Finance Agency. It is available for 75 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C. Entitled "Provisions of Housing Codes in Various American Cities," it contains 12 tables to simplify comparison of various provisions.

**MORE
HOME-BUYERS
WANT...**

**Andersen
Windowalls**
COMPLETE WOOD WINDOW UNITS



NEW FLEXIVENTS with casements, awning, fixed and hopper.

WINDOW BEAUTY BOOSTS HOME SALES — YOU PROFIT!

More home buyers want Andersen WINDOWALLS than any other brand. They like Andersen weathertightness, easy operation, low cost, and the choice of many practical combinations. Builders like the easy, low cost installation. Cash in on the demand. Order Andersen Window units from our complete stock. Contact your nearest Huttig office, today!

*Show Your Builders
Andersen Windowalls:*

CASEMENTS

GLIDING WINDOWS

FLEXIVENTS

Awning, Hopper, Fixed,
Casement

PRESSURE SEAL

DOUBLE HUNG UNITS

*Combinations To Fit
Most Plans, Budgets!*

FOR QUICK SERVICE FROM COMPLETE STOCKS . . .

Huttig

SASH & DOOR CO.

Since 1885 St. Louis 10, Mo.

Quality Millwork . . . Nationally Known Building Products

AREA OFFICES & PLANTS

Atlanta, Ga. • Charlotte, N. C. • Columbus, Ohio • Dallas, Texas • Jacksonville, Fla.
Knoxville, Tenn. • Louisville, Ky. • Miami, Fla. • Nashville, Tenn. • Roanoke, Va.
Birmingham Sash & Door Co., Birmingham, Ala. • Memphis Sash & Door Co., Memphis, Tenn.

DARYL
does it
AGAIN!*



WITH THE
BRAND NEW
Patio Magic
TRADE MARK
"TROPICANA"

**FIRST TIME EVER OFFERED
TO A DISTRIBUTOR!**

**COMPLETELY RE-DESIGNED!
ALUMINUM SLIDING GLASS DOORS**

- NEW** design in mill or satin anodized finish
- NEW** concealed spring lock
- NEW** Schlage wool pile weatherstripping
- NEW** silent finger-tip movement on nylon ball-bearing wheels
- NEW**—faster installation than ever before
- NEW**—custom-made to fit any type construction

**AND NOW AT THE LOWEST
PRICES EVER QUOTED!**

* First with Shower Magic, the world-famous bath enclosure with unusual fluted design, roller action, and removable panel features.

WRITE TODAY FOR DETAILS!
Catalog, Brochure and Price List sent immediately.

DARYL PRODUCTS CORP.
7240 N.E. 4th AVE., MIAMI, FLORIDA

TRAILER DISPLAY

(Continued from page 58)

Types of windows currently on display in the units are steel casement, aluminum casement, ranch, awning, double-hung, horizontal slide. Also included is a ready-hung door unit.

Specialty Division salesmen have trailer hitches on their autos. They hook on the mobile display when calling on a new contact, and frequently they close a sale on the first call.

"We get across our message a lot more quickly with the mobile display unit," Unger asserted.

Perhaps the most effective use of the unit is towing it to a new home site for a simultaneous look-see by homebuilder, architect, and prospective homebuyer. "We usually make the sale then and there," said Unger.

The trailer serves equally well for display in the warehouse, with the advantage there, too, of portability.

The man behind the idea of the mobile display unit was Charles Matthews, assistant manager of the Jefferson Brick and Supply Company's Specialty Division. He sold Unger on it, and together they designed and built the trailer, with the assistance of other division employees.

The complete cost of the trailer and window units, exclusive of labor by division employees, was \$375. This included lumber, paint, wheels, and advertising on both sides and back.

The advertising includes names and sketches of the various windows on display.

ENLARGED STORE

(Continued from page 56)

inal store by taking in space formerly used by an old drive-through driveway and storage sheds. A second story was included to provide needed space for the Stephens general offices.

The Home-Planning Room includes a line of display booths (see Page 56) and a department head's office along the left wall. Across the back are patio entrance, water cooler, and planning table for customers and employees.

Along the right wall next to the

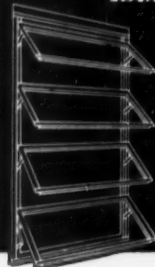
*One of the oldest names
in steel windows —*

VENTO

now manufactures
**ALUMINUM
WINDOWS**

- Our first product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.

Exclusive Features in



**VENTO
ALUMINUM
AWNING
WINDOWS**

AUTOMATIC LOCKING . . . No gadgets to turn, no gimmicks to operate, nothing to get out of order.

WEATHER TIGHT . . . VENTO alone keeps metal to metal contact plus metal to weatherstrip.

UNLIMITED ADJUSTMENT . . . Unique in ability to be quickly returned to proper adjustment.

POWER PLUS OPERATOR . . . Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION . . . Nylon roller blocks at all friction points permit finger tip operation.

ENGINEERED SIZES . . . We are able and eager to make any special window of this type. You will never hear "we can't do it" here at VENTO!

Also ask about

VENTO Steel Casement Windows, Basement Windows, Industrial and Commercial Windows (projected, pivoted and security types) Utility and Barn Windows, Formed Steel Lintels for Block and Brick Construction.

Write us for full information. Some desirable territories are open for representatives and distributors. Write for full particulars.

VENTO STEEL PRODUCTS
CO., Inc.

253 Colorado Street Buffalo 15, N. Y.

building supply store, with door openings at front and rear, are built-in displays of living rooms. One is a "Contemporary Living Room" with redwood wall paneling, roman brick fireplace, and ranch plank and random-width plank flooring. Cutaway corners show ceiling installations of insulation.

The second display is of an "Early American Living Room." It features yellow pine paneling of random width in powder blue, three grades of hardwood flooring, red tile hearth, red brick fireplace, and an Early American mantel made in Stephens' large millwork plant.

The diagonal pattern of the rubber-tile floor leads visitors in the Home-Planning Room through floor displays of windows and doors to the booth displays. Two experienced salesmen have desks on this floor, where they can assist customers and contractors with their selections of materials and building plans. This firm does no direct homebuilding but offers a complete service by getting contractors and families together and assisting with mortgage financing arrangements.

Customers have a wide choice of windows and doors from the floor displays. One includes installed metal horizontal, awning, basement, and jalousie window units. Separate stands display Dixon, Monarch, Woodco awning, Beautiful, and Andersen casement wood windows. Sixteen types of interior and exterior wood doors, four screen doors, and two panels of wall material samples are shown on a swinging display rack.

The walls of the display booths are covered with a wide variety of wood paneling, with the type, finish, and price labeled for easy selection. Among the species featured are ash, red oak, parana pine, Yellowstone pine, Philippine mahogany, yellow pine, ponderosa pine, and poplar.

Samples of fancy plywood paneling are installed above the display booths. They are labeled for easy identification and selection.

A wallpaper catalog display is handy at the entrance to the Home-Planning Room. The coffee bar features a wallpaper mural, two types of mahogany paneling and a contour top of matching Formica plastic laminate. Coffee is served free to customers from 9 to 11 a.m.

Customers needing roofing, siding, and masonry materials are led

by salesmen into the patio and court behind the Home-Planning Room. Here, installed displays permit easy choice of materials under natural light, as seen in the accompanying photos.

Ample parking space for customers is available at the side of the Stephens store and in the yard at rear. Across the railroad behind the store are the shipping department, warehouses, millwork and lumber plants, and ready-mixed concrete plant.

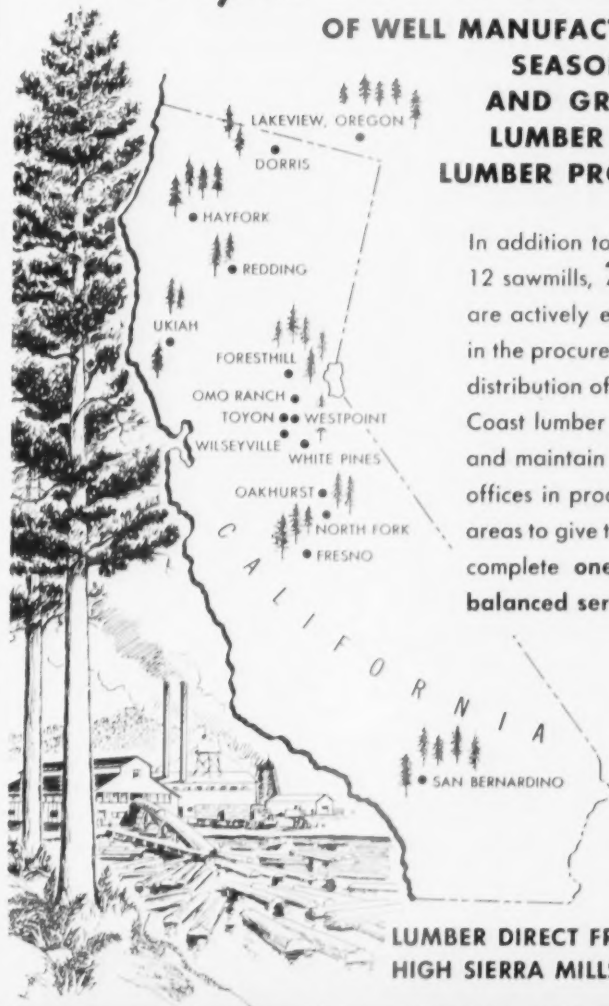
Founded in 1913, the W. P. Stephens Lumber Company has

continued to grow by updating its services and increasing its lines to meet the changing demands of builders and home-owners.

The company trade-mark shows a home surrounded by the motto: "Stephens—the Sign of Quality." It further emphasizes the quality angle with this repeated thought: "Stephens Quality is Your Best Assurance of Economy." The featuring of time-tested, advertised brands of materials and supplies helps Stephens to keep customers satisfied and coming back "even unto the third generation."

A Dependable Source

**OF WELL MANUFACTURED
SEASONED
AND GRADED
LUMBER AND
LUMBER PRODUCTS**



In addition to our own 12 sawmills, **Tw&J** are actively engaged in the procurement and distribution of all West Coast lumber products and maintain buying offices in producing areas to give the trade complete one-call balanced service.

**LUMBER DIRECT FROM OUR
HIGH SIERRA MILLS TO YOU**

For top quality lumber
and lumber products
look to — **Tw&J**

TARTER, WEBSTER & JOHNSON, INC.

P.O. BOX 3498
San Francisco 19, California
Prospect 6-4200 Teletype SF 211



Classified Advertising

Terms — Cash With Order
Minimum Charge \$5.00

RATES.

\$.10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 8, Georgia

BUSINESS FOR SALE

For sale in Texas an old established building material business. Reason for selling to close estate. Apply Box 70 SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street N.E., Atlanta 8, Georgia.

MANUFACTURERS AGENTS

Established Manufacturers' Agent calling on building supply wholesalers and lumber dealers in West Virginia, bordering counties of Ohio and Kentucky and southwestern Virginia, desires additional quality lines. Reply to Hewitt Cabell, 5108 Staunton Avenue, Charleston, W. Va.

Western Pine Assn. Names Pryne for S. E.



DOUGLAS H. PRYNE has been appointed trade promotion representative for the Western Pine Assn. in the Southeast. For the last four years he was WPA's representative in the Great Lake states.

A wartime Air Force pilot, Pryne attended the University of California and then entered the retail lumber business in California. Later he worked for a wholesale lumber firm in Spokane, Wash.

HEADS BINSWANGER'S NEW ORLEANS BRANCH

Gordon E. P. Wright, left, general sales manager of Binswanger and Co., Memphis, Tenn., welcomes Leonard G. Barnes back into the Binswanger organization as new manager of the New Orleans, La., sales branch. Barnes joined the Binswanger wholesale firm in 1918 and resigned in 1942 to go into the glass business for himself in McAllen, Tex. He returned to Memphis as part owner of the Tayloe Glass Co., and later went into the overhead door and real estate businesses.



\$1,300 INVENTORY

(Continued from page 54)

how a lock will work and what it will look like on the door. Many distributors will supply the mounts free of charge; all you have to pay for is the hardware used. The modern builders hardware department works with samples, while the stock is kept behind display doors in the original cartons as much as possible.

Aside from the fact that mounted samples make selling easier, you can also maintain a better, cleaner stock. Customers want to see what they are buying, so if you do not have samples, you open the box or package, and soon there are a lot of packages open with screws or some part missing.

There are many lines of good, substantial builders hardware, and when you decide to put in a stock, be sure to buy a reputable brand. If you sell a material which is trouble-free and one which you can sell with pride, you will find that quality counts.

Supply Company in Pisgah Forest, N. C. Young Carr served as an Army captain in World War II and later in the Korean conflict. Between these military periods, he was N. C. sales representative for the General Shale Products Corporation of Johnson City, Tenn.

Among the so-called building specialties sold and installed by Klick and Carr's company are floor tile, wood block flooring, carpeting, topping for sinks and cabinets and tables, rubber and plastic wall tile, bathroom accessories, shower and tub enclosures, aluminum venetian blinds, bamboo shades and drapes, all kinds of folding doors, wood and metal garage doors, aluminum tension screens, bonded roofing, patio canopies, carports, ornamental iron work, face brick, stone, all kinds of casement and awning windows, jalousie windows and doors, fancy wood paneling, insulating wall plank and ceiling tile, metal and rockwool insulation.

Carr says they tie up little space and capital in an inventory of these products because they can get quick delivery service from wholesale firms in nearby Asheville and Charlotte, N. C., Greenville, S. C., and Atlanta, Ga.

After a preliminary conference on the sales floor or telephone with a home-improvement prospect, Carr or Klick goes to their home or building site to figure the job carefully. They assist customers in obtaining FHA Title I type loans from local banks and savings institutions.

Installation crews of Henderson-

HOME IMPROVEMENTS

(Continued from page 55)

He formed the present corporate partnership with Carr in 1954.

Carr learned the business from his father, Frank G. Carr Sr., who is manager of the Pisgah Builders

for PROFIT MAKING IDEAS.....it's a must!

3rd ANNUAL



"PRODUCTS IN ACTION" EXPOSITION

at Chicago!

Dec. 10 thru 13

A national product and equipment show for retail lumber dealers! Four full days, packed with action and discussion clinics! Get your registration in NOW!

—Write:

NATIONAL RETAIL LUMBER DEALERS ASSOCIATION
18th and M Streets N. W. • Washington 6, D. C.

Wing-Line Fit 'n' Finish MOVEABLE — INTERIOR SHUTTERS

- FAST SELLING • HIGH PROFITS
NO LARGE INVENTORY!

The big demand for Interior Shutters can mean NEW PROFITS for you! Shutter panels can be carried in stock for immediate delivery to your trade. Sales display and ad material available.

- Dealers Send
For Information
Price list, panel
selector chart and
complete information
available.

- EASY TO INSTALL
Shutter Panels come assembled
and sanded, ready to be fitted
and painted or stained. Easy-to-
follow installation instructions
provided.



The Sam A. Wing Company, Inc.
5035 Willis Ave. P. O. Box 4745 Dallas 6, Texas

Wing-Line
Fit 'n' Finish
SHUTTERS

THIS IS THE STORY OF

THE MACHINE THAT WAS INVENTED TO SOLVE AN INVENTORY PROBLEM

Read this advertisement carefully, because
IF YOU SELL PLYWOOD it's your PROBLEM.

There was a time when it was enough to stock plywood. That's no longer true! The demand for "random-planked" V-grooved plywood is unprecedented in history and is growing daily. To service this demand properly, you may have been forced to duplicate plywood stocks.

THE MYERS "SELF-FEEDING" PLYWOOD V-GROOVING MACHINE WAS INVENTED TO SOLVE THIS PROBLEM FOR YOU.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE will process 20,000 feet of plywood in an eight hour day using only TWO UNSKILLED LABORERS.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE will cut your V-grooving cost so low (per 1,000 feet) you'll swear it can't be done... BUT WE'LL PROVE THAT IT CAN.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE pays for itself in a few short months, either running your own plywood or custom grooving for plywood sellers in your area, or both.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE was engineered and manufactured for one purpose... TO RANDOM GROOVE PLYWOOD (any plywood) and it does that job well.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE cuts shallow or deep grooves, narrow or wide, bevels edges and handles any thickness sheets with simple adjustments that are made in a matter of seconds.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE has no expensive parts to wear out. Operates with absolute minimum upkeep costs. It's as trouble-free as a machine can be.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE has been job-tested for nearly two years without ONE CENT in maintenance costs.

REMEMBER... for the lowest V-grooving cost in history... and no duplication of stock you NEED the Myers "Self-feeding" V-Grooving Machine.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE is so SIMPLE TO OPERATE, that anyone can operate it with just TEN MINUTES instructions.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE is PORTABLE. It takes up only 60 square feet of floor space (12' x 5') and can easily be moved in a pick-up truck and set up to operate within thirty minutes.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE will pay for itself in a few short months (WE'VE SAID THAT BEFORE BUT IT'S IMPORTANT TO YOU)... in many areas, this means just two or three months then you have years of trouble-free, high-profit operation.

THE MYERS "SELF-FEEDING" V-GROOVING MACHINE is GUARANTEED FOR ONE YEAR against manufacturing defects.

WANT PROOF ON THE LOW COST OF V-GROOVING? Write, wire or call. DO IT NOW... Then YOU'LL be the dominant factor in your area on V-grooved plywood sales.

MFG. BY

HI-GRANE BOARD COMPANY

P. O. BOX 7013
FORT WORTH, TEXAS
PHONE MAket 6-4278

ville Building Specialties, Inc., vary with the season. All electrical, plumbing, and heating work is subcontracted to local concerns. The bonded roof jobs are installed for so much a square by a professional roofing crew under subcontract.

Permanent mechanics of this firm include a head tile setter, an assistant tile setter, and a head carpenter. The tile setter handles all installations of wall and floor tile and counter-top installations. The carpenter handles all carpentry work and installation of awnings, venetian blinds, kitchen cabinets, folding doors, storm windows and doors, etc.

This work is expedited with the use of special power tools in a small workshop at the office-store. It is equipped with router, jig saws, drills, power saws, and sander.

All ornamental iron work is done on a contract basis by a local firm that manufactures, installs, and paints the job by contract.

The permanent mechanics furnish their own vehicles and are paid a mileage allowance. Klick and Carr drive the company's two pick-up trucks, in which they deliver some materials to jobs.

Serving as office manager, bookkeeper, and saleswoman is Mrs. Margaret Case. She waits on store customers. She also keeps up the reference file on sources of the hundreds of building specialties, materials, and products that may be needed to sell a complete and modern improvement job.

Last May, Hendersonville Building Specialties, Inc., held an open-house "home show." Printed formal invitations drew a large crowd of best customers and community leaders the first day. Advertising drew a large crowd from the general public the second day. No

prizes were awarded but much product literature was handed out. Punch and cookies were served.

The home show featured continuous demonstration of the new Tappan electronic oven. It was built into a kitchen display that included surface burners, Marsh maple cabinets, and Ranger exhaust fan and hood. Another display featured Youngstown kitchen cabinets, sink and dishwasher.

Other product displays in the store include Flexalum awnings and patio cover; Season-All storm windows and doors; plastic tile bath with Glass Tub enclosure and Hallmark fixtures; folding doors of all types; all types of floor coverings, and ornamental iron columns and railing.

Late last month, Hendersonville Building Specialties' Carr reported that "we are still figuring work from leads obtained during the May home show."

ONE FORK-LIFT

(Continued from page 52)

to shuttle the lift truck between their two yards in order to further streamline their unloading operations and enlarge on the cost cutting program.

As the name "Cash and Carry" implies, the second outlet of the building supply firm poses mainly an unloading problem.

Encouraged by savings in unloading in the two yards, the building supply dealers added another task to the itinerary of the truck. Some wood products, such as cedar and long-leaf pine, are received in rail car shipments at a nearby station. The lift truck

is now driven right up to the rail siding and used to pull off 1,000-board-foot unit loads and load them on Tennant Brothers' delivery trucks.

Additional handling benefits are realized in loading out lumber onto the five warehouse trucks operated by the Tennants, who cover an area roughly within a 100-mile radius of Tampa.

PROFIT CONTROL

(Continued from page 51)

information is about two hours a day. Our regular bookkeeper handles this cost-accounting system. No extra personnel is required."

The Capleville Lumber and Supply Company is using another idea that is helping to make profits that show up on the daily sheet.

"For some time we had wanted to add a repairman to our set-up," explains Manager Myers. "We took our time looking because we didn't want just any carpenter. We finally found a top-notch repairman, specializing in repairs and additions.

"We think so much of this type of business that we offered this man the following proposition:

"We would provide him with free office space, free telephone answering service, and free material estimating service. In return, all we would ask would be his material business on a competitive basis and his publication of a classified ad in the newspaper with our signature or with his signature and ours jointly. He promptly accepted.

"The five repair jobs in the first week convinced us that we had something good — for ourselves, for the repairman, and for our customers. This type business is especially good for Title I FHA loans, which we are set up to handle for our customers through the banks."

Organized in 1945 by J. W. Henley, the Capleville Lumber and Supply Company specializes in millwork and lumber sales primarily. It carries hardware items, a full line of paint, and hard materials demanded for suburban trade and Do-It-Yourself home-owners.

The company has 11 employees. They include two outside salesmen, two inside salesmen, a bookkeeper, three truck drivers, a yard man, and two shop men. The firm operates four trucks.

Watauga Brand

FOR THE FINEST IN . . .

Oak Flooring - Maple Flooring - Beech Flooring

All Appalachian Stock

FOR THE BEST YIELDS IN

Vermiculite

*Plaster Aggregate
Concrete Aggregate
Insulating Fill*

Delivery Service

Call Orders COLLECT to:

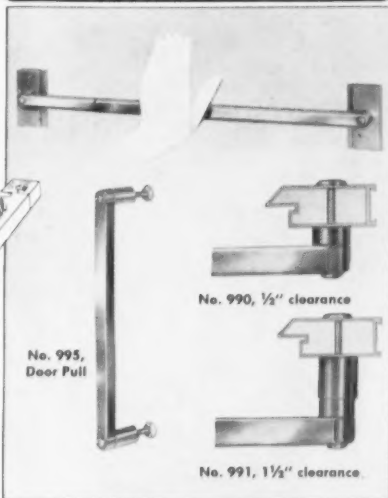
C. R. GRAYBEAL & SONS

Phones 2201 & 2301

Roan Mountain, Tenn.

"Ideal Ike"
announces...

**ADJUSTABLE TELESCOPING
STAINLESS STEEL PUSH BARS**



WRITE FOR PRICES
AND DELIVERY

Fits doors 24" to 36" wide. Lifetime stainless steel with cast aluminum posts. Bar is $\frac{3}{8}$ " x $\frac{5}{8}$ ". Available for $\frac{1}{2}$ " or $1\frac{1}{2}$ " clearance. Matching door pull, 12" on center, has $1\frac{1}{2}$ " clearance.



IDEAL BRASS WORKS, Inc.
250 E. 5th ST., ST. PAUL 1, MINNESOTA

LEMCO

THE MOST COMPLETE LINE OF
METAL WINDOW PRODUCTS

EXTRUDED ALUMINUM WINDOWS

Casement • Awning • Vertical Slide
Horizontal Slide • Twin-Lok • Basement
Screens • Storm Windows

STEEL WINDOWS

Casement • Basement • Ranch • Ribbon
Utility • Security • Terrace Doors • Casings
and Trim • Screens • Storm Windows

America's Oldest Residential Window Manufacturer

Write to nearest location where LEMCO windows are manufactured

McCOMB, MISS. • LAFAYETTE, LA. • JAMESTOWN, N. Y.
CROFT STEEL PRODUCTS, INC.

FREE!

New book of
"Home Plans for Better Living"

This new \$1.00 book contains plans for 54 modern and traditional homes, complete with photograph of a home built from each plan. These "tested homes" range in size from 1,000 to 2,200 sq. ft. Included are several popular split-level and ranch-type designs. Blueprints and material lists are available for all.

FOR YOUR FREE COPY, write your request on your company letterhead to—

Small Homes Plan Service
732 W. Peachtree St., N. W., Atlanta 8, Ga.

Insist on...

**Lox
creen
Products!**

**Lox
creen**
"America's Most
Popular...."
TENSION SCREEN

**Lox
Frame**
All Aluminum
FRAME SCREENS

**Lox
Trim**
Metal Mouldings
PLUS OTHER EXTRUSIONS
& COLD ROLLED FORMS...

**Lox
creen**
company inc.

P. O. Box 5133
Columbia, S. C.

P. O. Box 247
Chamblee, Ga.

9008 Chancellor Row
Dallas 2, Tex.

Write for your new catalog now!

STRENGTH

for heavy duty

GRAIN

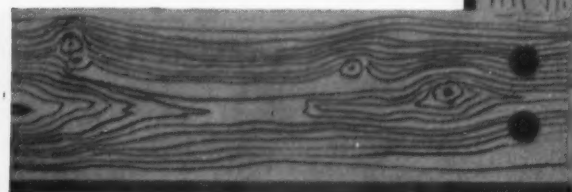
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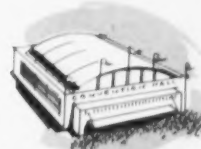
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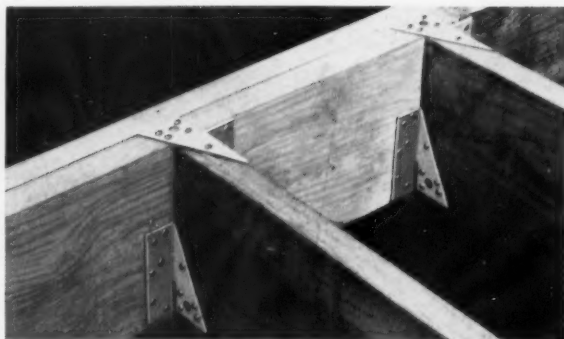
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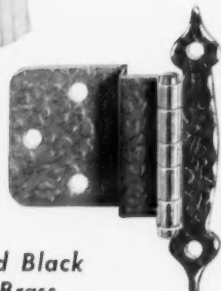
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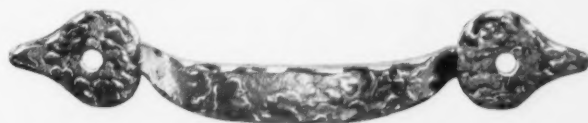
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